

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. XCI

NEW YORK, MAY 6, 1915

No. 6



Down where the cotton blossoms grow.

"Jawjah" is the way they pronounce it down there, and very prettily it sounds as drawled by a real Georgian's tongue.

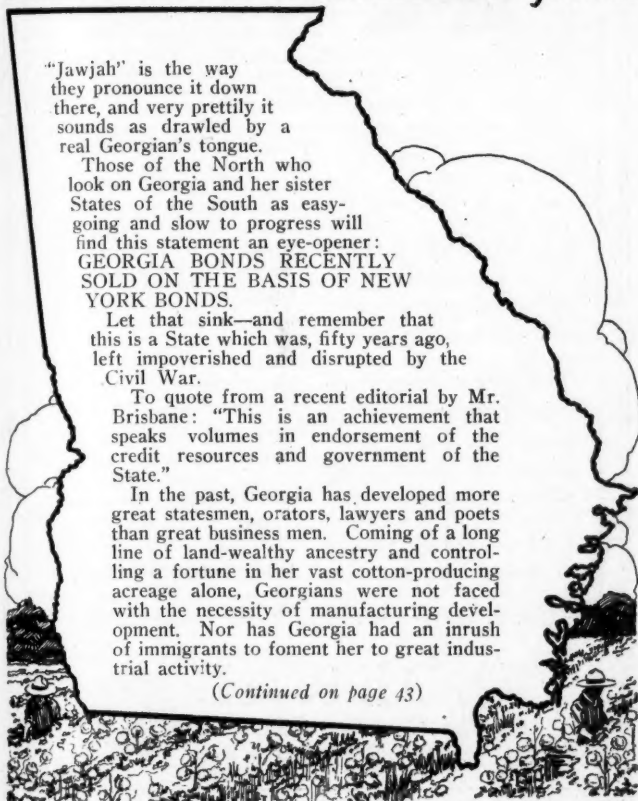
Those of the North who look on Georgia and her sister States of the South as easy-going and slow to progress will find this statement an eye-opener: **GEORGIA BONDS RECENTLY SOLD ON THE BASIS OF NEW YORK BONDS.**

Let that sink—and remember that this is a State which was, fifty years ago, left impoverished and disrupted by the Civil War.

To quote from a recent editorial by Mr. Brisbane: "This is an achievement that speaks volumes in endorsement of the credit resources and government of the State."

In the past, Georgia has developed more great statesmen, orators, lawyers and poets than great business men. Coming of a long line of land-wealthy ancestry and controlling a fortune in her vast cotton-producing acreage alone, Georgians were not faced with the necessity of manufacturing development. Nor has Georgia had an inrush of immigrants to foment her to great industrial activity.

(Continued on page 43)



Why

I Gave My Account to FEDERAL



Herbert
Tareyton
London Cigarettes

Federal Advertising Agency
Gentlemen:

When we decided to advertise HERBERT TAREYTON London Cigarettes, our first thought was to select an agency whose advertisements for clients in other lines had the earmarks of individuality and particularly appealed to us, figuring that similar lines of thought directed to our product would produce the desired results.

It was also our aim to select an agency that we considered specialists, which we deemed essential for proper co-operation.

FALK TOBACCO CO.
By J. L. Hoffman

PRETTY good way to pick an agency. Past performance counts a lot more than promises.

The coast to coast popularity of Herbert Tareyton Cigarettes after a year's advertising is testimony to this effect.

FEDERAL put individuality in Herbert Tareyton adver-

tising. For example: the Tareyton Dude and the inciting slogan "There's something about them you'll like."

FEDERAL also put certain ideas about small space into this advertising that are at odds with the usual procedure.

Mr. Hoffman of the Falk Tobacco Co. is not the only FEDERAL client who can testify that these ideas work.

"Put it up to men who know your market"

FEDERAL
ADVERTISING AGENCY

241 West Thirty-ninth Street, New York



PRINTERS' INK

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The Answer to Macy's And the True Basis of Standardized Re-sale Prices

By William H. Ingersoll

Marketing Manager, Robert H. Ingersoll & Bro., New York

IN the first place let me say that while I think Macy's are wrong both in what they do in cutting prices on standard branded merchandise and in their supporting arguments in *PRINTERS' INK* of April 8th, yet I cannot believe that a family so public-spirited and philanthropic as the Strauses, the proprietors of Macy's, would, if they ever came to understand the true inwardness of what they are doing, continue a practice by which they profit through the labors and expenditures of others while depriving those others of the fruits of their work, just as truly, it seems to me, as though they walked into their fields and made off with a part of their crops.

One of the baffling elements in dealing with the Strauses on this subject is that they seem to be entirely sincere in their belief that they necessarily convey a public benefit when they cut prices, and to be so obsessed with their own point of view that they have not looked into the other side of the question with a desire to see whether there was more to it than they thought, but only to refute it.

My faith in the integrity of Macy's is sufficient to prompt me to submit here some tests of their position which, I hope, may serve to reveal to them the self-delusion under which they labor. It is only fair to add that it is natural that the legal suits which they have contested should have strengthened them in their views,

notwithstanding that these suits have never raised the real issue which will finally decide the question, but instead have tested only the availability of the copyright and patent laws as a basis of controlling prices.

FUNDAMENTALLY, A QUESTION OF GOOD WILL

I wish to confine myself as closely as possible to the points raised in Macy's letter, but there is one fundamental consideration which must be set forth before the discussion of secondary questions can be intelligently treated.

Generally speaking, when a manufacturer sells his merchandise he parts with his control over it. We cannot sell things and still enjoy the rights of ownership. But there are exceptions where it has been found that limitations of this principle arise, such as in the case of real estate where lots in a residential section may properly be sold under a stipulation in the deed that within a given period no factory may be built there nor may the property be used for anything but residence purposes. No one need buy if the conditions are not agreeable to him, so no one is harmed. The common welfare of the community requires that all the property-owners in the district be secured against the depreciation in the values of their residences which will result from the intrusion of incongruous enterprises by the ca-

price or private interest of an individual. Stability of values must be provided, for nobody would buy if the market worth could be upset after purchase.

As we shall see in a moment, we are not dependent upon any exception to the principle of non-control after sale for our justification of "price-maintenance" on branded merchandise, but there is this similarity between it and the illustrations cited above; namely, that merchants cannot be expected to invest in merchandise which is identified by a trade-mark, if its market worth may be upset at any time by the whim or private interest of one among thousands who happens to own a small portion of the market's supply of the product and who has no permanent interest in its welfare.

TRADE-MARK RIGHTS NOT SOLD WITH THE GOODS

The real explanation of the propriety of "price-maintenance," however, is this:

The only producers who find it necessary to regulate the resale prices of their goods are those whose products are in demand and enjoy a good reputation. People know them by the makers' brands and want them. The producer who sells such merchandise delivers two distinct things: first, the physical product itself; second, a market or demand for the product which is the manufacturer's good will in his name, brand or trade-mark attached to the product in order that those who esteem the goods may identify them and know that they are getting what they want. The physical product he unquestionably sells outright. It becomes the property of the buyer, who can do with it as he pleases. The rights in his trade-mark he does not sell. These remain his property and he can do with them as he pleases.

Similarly, the merchant who buys such goods receives not only the physical merchandise, but also a ready-made market to which he can sell without the customary effort of explaining what the goods are, their qualities and characteristics, without risking his own

reputation, or putting his own guarantee behind them; without spending the time and thought of his clerks in making purchasers willing to accept them; without advertising them at his own expense. These things which he is called upon to do for unbranded goods, which people do not know, have been done for him. The work is all summed up in the trade-mark. When he buys such goods he receives two things—the physical goods and the trade-mark which gives him access to the already created market. The goods themselves unqualifiedly belong to him, but not the good will which resides in the trade-mark. In the nature of things, he receives a license to use this good will to help him get the market which has been created for the goods, but it is not his, and his right to use it is limited to such rights as its owners grant him. This is in strict conformity with the price-cutter's doctrine that the owner can do as he pleases with what is his.

May he, in fairness, employ the labor-saving trade-mark in a manner to injure its value to those to whom it belongs? May he trade on the maker's good will in a manner contrary to the interests of the owners of that good will?

WRONGFUL USE OF THE MAKER'S REPUTATION

No! The goods themselves are his. If he wants to assume the burden of marketing them without help from the maker, let him remove the trade-mark and refrain from using the maker's name, reputation and guarantee, and he is then morally and legally entitled to sell them at any price he pleases. But he cannot use the name, reputation, good will and guarantee which are the property of others without their consent, and if he can get this consent only by selling the goods under the trade-mark at a standard price, then he must observe this condition or abandon its use. Certainly, this is morally and ethically true, and, according to the best advice obtainable, will be sustained in the law when adequately presented for the consideration of the court. It is

the real essence of the price-standardization issue, and through the blindness or thoughtlessness of men concerned has never been placed before the courts to pass upon.

It is the name or trade-mark which the maker seeks to protect by his "price-maintenance" policy, and all the suits on patents or copyrights are beside the issue. The whole community of advertising interests must unite in securing the recognition of this principle, that the good will which advertising has such a part in establishing is subject to the control of those who create and own it, and may not be appropriated by those who would trade upon it to its injury and who have no permanent interest in its welfare.

HOW ADVERTISING SUFFERS

Advertising has suffered serious setbacks recently because distribution gained through its force has been disrupted through inability of the owners of the good will that is created to prevent misuse of that good will by price-cutters who have so demoralized prices that merchants generally could secure no adequate profit from their effort and investment in distributing branded merchandise. The way is open, and the contest must be waged with the backing of all legitimate interest in advertising.

Now, then, let us test the genuineness and consistency of Macy's arguments.

Their first point is that there is a difference in the efficiency of retail establishments, and that consequently some are able to sell for less than others and that the public is entitled to profit by the superior management of those whose economies warrant them in selling at lower profits than others. The inference is, of course, that Macy's is one of the efficient stores, and they declare that it is "absolutely false" that Macy's "cuts prices on a standard article to sell something else on which it earns a larger profit."

Here is one of the places where, though I am inclined to credit them with *believing* what they say, I think they will find it diffi-

cult to reconcile their words with their practices.

They have referred to the Ingersoll watch in their argument. Let me use this in comparison with another watch which they sell, to illustrate the point. The other watch to which I refer is a low-priced Swiss watch, made by the Record Watch Company. One of these was purchased at Macy's at a price of \$5.89. The price on the movement in this watch in quantities in Switzerland is about 87 cents; with duty and transportation added and cash discount deducted the cost laid down in this country is about \$1.14. The price which Macy's might be expected to pay for the movement is about \$1.40. This movement was in a 20-year, gold-filled, 12-size case, costing jobbers about \$1.95, and which Macy's probably get at about \$2.08, which, allowing ten cents extra for leeway, would make the complete watch cost about \$3.58.

A COMPARISON OF PROFITS

At the price of \$5.89 they presumably receive a profit of about \$2.31, or 64.5 per cent on cost. Based on the selling price, this profit would figure about 39.2 per cent. A similar examination of other articles purchased in various departments at Macy's leads me to believe that this may be accepted as an index of the profit which they consider compatible with their efficiency as economical distributors.

Macy's desire to sell, and do at present sell, the Ingersoll watch at 89 cents. The price to the trade is 67½ cents, which is the price which Mr. Herbert Straus, after referring to a memorandum, recently told me they paid. Thus, on this standard article they make but 31.8 per cent, instead of 64.5 per cent, or, figuring on the selling prices, 24.1 per cent, against 39.2 per cent. The normal profit on the Ingersoll watch at its regular selling price is 48 per cent on cost, or 32.5 per cent on the selling price.

The Curtis Publishing Company's investigation indicated that in New York the operating

expenses of department stores ranged from 26 per cent to 32 per cent on their *selling price*. That of *System Magazine* disclosed that the operating expenses of department stores were higher than any other line of retail business, and for the country averaged over 26 per cent. It is known that the operating expenses of New York stores are higher than the average. It is also well known in the business world that department stores base their appeal for lower prices than other retailers in no small degree upon the ground that it costs them more to do business and that they must have lower prices if they are to compete.

IS "EFFICIENCY" REALLY THE ANSWER?

In view of these facts, is it not a mistake for Macy's to attribute their price-cutting on standard brands to superior efficiency? When their operating expenses may be assumed to be not far from 30 per cent, is it not clear (whether or not they are conscious of their motives) that it is their purpose to sell the well-known article at 24.1 per cent in order to sustain their reputation for value-giving, so that people will be willing to pay them their 39.2 per cent on the unknown watch and corresponding profits on other unidentified merchandise? How is it that the article which they pick out to cut is one on which they enjoy no lower price than any small dealer who buys fifty dollars' worth, and which such dealers agree they cannot afford to sell for less than one dollar, notwithstanding that their expense percentage appears to be smaller than Macy's? How can Macy's argue that they can consistently undersell others on an article for which they pay the same price, when it costs them more to do business? Are they not trading on the reputation of the Ingersoll watch, sacrificing profit on it, using it as a cat's-paw to move goods which have no standard of value, are unknown, and pay them the profits they find necessary to cover their high operating expenses? And if Macy's

may sell at 89 cents on account of "efficiency," it is to be assumed that the next man can sell at 89 cents on the same bald argument.

But even assuming that their contentions were justified as to their ability to sell at lower prices, does that give them the right to trade upon the names and reputations which do not belong to them? May they use other people's property without the owner's consent? If they want watches to sell at 89 cents, there are plenty of them on the market. Why, then, do they single out the Ingersoll among watches of this general character? Simply because the labors of others have made it known and given it a standard of value which reflects glamour upon all their un-trade-marked and unidentified merchandise when they cut the price. When they buy the watches they own them, but the name they do not own. If they remove the name, they may do as they choose with them, or, if they prefer, watches may be supplied without the name.

So much for their contention as to efficiency and their claim that they do not use standard goods to sell others.

A DIFFERENCE IN DEGREE ONLY

They make considerable of the point that it is not their custom to exploit trade-marked brands conspicuously at cut prices, but simply put them on sale at profits satisfactory to themselves. It must be admitted that this method is less damaging to the owners of the brands and the trade generally than it would be were they to feature them more emphatically, but the difference is not in nature, but in degree only. Their method is subtler, but it serves exactly the same purpose to the thousands of people who pass through the store and see the goods below the customary prices, and perhaps are all the more impressed because it is done without ostentation and as though it were merely in the regular course of business and represented the average scale of profits which the store applies. They are none the less subverting the

(Continued on page 70)

WHO'S WHO WITH
NICHOLS FINN—IV



DRAWN FROM LIFE
BY R. H. FALENBERG

CARL P. JOHNSON

We combed the country for a man big enough, brainy enough, sane enough to head our Copy Department. We chose Mr. Johnson for his conspicuous successes—for his wide versatility of methods—for the "intelligent, sustained effort" that has placed him in the forefront of his profession. All Nichols-Finn Copy shows the stamp of his wise leadership.

COPY—as I look at it—is not merely the expression of "talking points," but the evolution of good, sound merchandising.

Our department of Writers and Planners of Advertising is a stone-wall of business strength, because it is built of two-fisted Merchandisers with big ideas and seasoned judgment—men whose only goal is the Ultimate Sale.

Carl P. Johnson

Director of Copy

Our booklet "Advertising with the Gloss Off" calls a spade by its right name. It's full of interest—practical help. Mailed on request.

**NICHOLS-FINN
ADVERTISING CO.**



222 SOUTH STATE STREET CHICAGO
71 WEST 23RD STREET, NEW YORK

Charter Member Audit Bureau of Circulations

Intelligent, Sustained Effort Insures Success

Fixing the Advertising Appropriation

A Breaking Away from the Traditional Percentage of Sales—Actual Decrease of Selling Cost as a Basis

SOMETIMES the amount which a concern can invest in advertising is strictly limited by the extent of the bank account, and in that case it is necessary to make the best of it. But under ordinary conditions, the appropriation ought to be big enough to do what is expected of it—which statement is definite only in that it indicates the necessity of finding out what is expected. It directs attention to a study of the market, rather than to the past performances of the concern itself.

"I never have believed in the percentage method of fixing appropriations," says John O. Powers, president of the John O. Powers Company, New York. "It costs more in percentage to build a business up than it does to keep it going. It costs less in percentage to keep a big business going than it does to keep a small business going.

"Some articles are different from others and situations differ also. It seems to me a percentage basis is a lazy way of doing it or, let us say, an easy way of getting the advertiser to spend money, when what ought to be done is to study the situation thoroughly and apply the necessary selling force which is preferably composed of a mixture of nine-tenths brains and one-tenth money.

"The only advantage that I see to be gained out of the percentage method is that it accustoms the advertiser to the idea of considering advertising as a regularly to be applied force to his business."

While it is probably true that the method of figuring the appropriation as a fixed percentage of last year's gross sales is followed by the great majority of concerns which have become established, more and more advertising men are taking the view set forth by Mr. Powers. They regard the percentage basis as a good test of the efficiency of the advertising

which has been done, but when it comes to *next* year's appropriation the only fair comparison is a comparison with *next year's sales*—which are, of course, unknown.

At the November, 1912, meeting of the Technical Publicity Association of New York, 21 prominent advertisers of technical products made reports showing the methods by which their appropriations were arrived at. Eight of those advertisers declared that the business they expected to get, or the business they ought to get, was not considered, but that their appropriations were figured largely upon past performances. The other 13, however, took a different view. Past performances were important, certainly, but market conditions were even more important. They still figured their appropriations upon a percentage of sales, but future sales were an important factor in the equation.

BREAKING AWAY FROM TRADITION

F. R. Davis, of the General Electric Company, Schenectady, N. Y., said that his company set apart an annual sum for general periodical advertising, covering all of its varied products, which sum was to be used "if needed." The appropriations for other forms of advertising were arrived at separately for each product. The market for each type of machinery was analyzed, the probable sales estimated, and an amount designated which should be ample for the work required. Those amounts, however, did not represent absolute limits, as an emergency in any part of the business might demand money quickly.

Those instances indicate a breaking away from the traditional method of basing advertising expenditures upon a fixed percentage of last year's gross sales. In some cases, that tendency has progressed to the point where the appropriation is not directly based

You Need This Little Woman's Good Will—

Away from the big, over-crowded, over-bearing, noisy city lives a Little Woman.

She doesn't belong to that class of drones who swish up and down the Great White Ways, who lounge in the lazy lap of Indulgence and whose ephemeral existence adds not one whit to the world's good.

The Bright Lights have no attraction for this Little Woman. She is a worker, a creator and a distributor of honest-to-goodness Happiness.

Her greatest concern is the love, companionship and well-being of her husband and children. Her energies are directed toward beautifying her home, decorating her table and, being human, she takes pride in dressing her children so they will appear just a bit more attractive than any one else's.

As this Little Woman is Chancellor of the Family Exchequer you need her attention and good will if your goods are used or consumed by her or her family.

NEEDLECRAFT knows this Little Woman's needs and its ability to supply her wants is evidenced by the fact that it has over 750,000 of her type as subscribers. 90% live in towns under 15,000.

Write for further facts and figures.

NEEDLECRAFT PUBLISHING CO.

1 MADISON AVENUE

NEW YORK CITY

WILL C. IZOR, *Adv. Manager*

ROBT. B. JOHNSTON, *West. Manager*

1 MADISON AVE., NEW YORK CITY

PEOPLES GAS BLDG., CHICAGO, ILL.

Member of Audit Bureau of Circulations

upon sales at all. The present writer has been permitted to read the report to the Board of Directors of an advertising manager for an established concern doing a national business in goods appealing to women. A substantial increase in the appropriation was requested, and granted, but the question of sales percentages was nowhere touched upon. By means of his map-and-tack system, the advertising manager had compiled a list of towns within certain limits of population, where the sales fell below a certain minimum. The list was a formidable one, and contained all the facts, including dealers' names and the amounts of their purchases during the past year. It was an effective showing of the weak spots in the company's distribution, and the advertising manager asked for a certain amount *per dealer*, to be divided up in accordance with a submitted plan including catalogues, window-display material, electros, etc.

As a matter of fact, the new appropriation represented a large increase when based upon a percentage of the past year's sales, as we privately figured it for our own information. But that question did not come up in the directors' meeting. They wisely considered that they were making an investment for a particular purpose—to strengthen sales where it was most needed.

Probably, as Mr. Powers suggests, the system of basing the appropriation upon a percentage of the sales has been so widely adopted because it is the easiest way to dispose of a vexatious question. The new concern, which has no past record of sales to fall back upon, will start out with an appropriation based upon the number of possible buyers in the territory to be reached, let us say. At the end of the first year it has made some progress, and extends its territory, still keeping its appropriation within the limits of so much per buyer. After a few years its management considers that the concern has "turned the corner," and immediately the appropriation is figured upon a different base.

For example: in PRINTERS' INK for March 23, 1911, the figures were given for the first three years' campaign of the Howard Dustless Duster Company, Boston, as follows:

	Advertising Appropriation	Sales
1908.....	\$ 2,161.70	\$ 1,041.04
1909.....	11,314.16	66,285.65
1910.....	14,521.23	112,740.01

Assuming that the appropriations were based upon some definite market conditions, and that they were not simply arbitrarily decided upon, there would seem to be every reason for continuing the system. Instead of that, we find that the company, in 1911, began to base its appropriation upon the ratio between advertising and sales which obtained in 1910. Evidently the earlier system, which had worked well, as the figures show, was abandoned, on the theory that the rate of increase shown in 1910 was a *normal rate*. Perhaps it was. There is no intention to criticize the company here—the case is cited simply as an illustration of the tendency to get on the percentage basis as soon as the profits begin to show.

FIGURING THE "ADVERTISING MARGIN"

Of course the concern which is just commencing its business career cannot base its appropriation upon last year's sales. Some other basis must be found, and very frequently it is discovered in the number of possible buyers in the field which is intended to be covered during the first year. The margin between the manufacturing cost and the selling price of the goods must include selling cost and profit. A certain proportion of the total selling cost must be devoted to advertising.

Suppose we have a breakfast food, in the class which can be sold at retail for 15 cents per package. It costs two dollars to produce a case of 36 packages, which are to be sold to the consumer for \$5.40. The jobber pays \$4.15 per case, and sells to the dealer at \$4.50. Thus, out of our gross margin of \$3.40, the jobber absorbs 35 cents, and the dealer



THERE IS A CHARM
*quite out of the ordin-
ary in the writings of
Horace Townsend, the
authority on period
furniture, antiques,
jewelry and silverware.
He is associated with
the CHELTENHAM
Advertising Agency.*

INGALLS KIMBALL

President

150 FIFTH AVENUE
NEW YORK

gets 90 cents, leaving \$2.15 for our own selling cost and profit. We set aside a tentative ten per cent for our profit, which amounts to 41½ cents on the jobber's price of \$4.15, and we find there is left for selling cost, including the advertising, the magnificent sum of \$1.73½.

Now the experienced breakfast-food men in the company tell us that it is not safe to allow less than a dollar per case for the direct selling expense, exclusive of the advertising; so that we have left 73½ cents which may be spent for advertising to sell a case of 36 packages to the consumer. In other words, we have arrived at the conclusion that we can afford to spend for advertising during the first year, 2.04 cents per package or, to put it a bit differently, we can spend 2.04 cents per family in the territory we are to reach. Assuming that there are an even million families in our market, our first year's appropriation will amount to \$20,400.

It will be noticed at once that this hypothetical concern is beginning in a small way, covering perhaps a single State the first year. At the end of that year it finds that it has sold 15,000 cases of the goods. Its gross sales amount to \$62,250, and its expenses have been \$62,400; a net loss. But when it comes to analyze its selling cost, instead of finding that the sales force has absorbed a dollar a case as was anticipated, it finds that this item has been reduced to 80 cents. It is only fair, and quite reasonable as well, to credit that saving to the consumer advertising which has made it that much easier to stock the jobber and dealer. So, for the following year we have a margin for advertising of 93½ cents per case, instead of 73½ cents. We can spend 2.59 cents per family, instead of 2.04 cents. Our original territory would command an appropriation of \$25,900 for next year.

But we have already reached upwards of half of our million families in that territory, and they represent a nucleus of good will. Many of our jobbers sell to deal-

ers outside of the restricted territory. We have earned no profits yet, but our selling cost is coming down, and we can see daylight ahead. So we take on an adjoining district containing a million families more, and our appropriation for advertising becomes \$51,800 for the second year.

Next year we sell 35,000 cases. Our gross sales are \$145,250. Expenses are \$148,050. Still the balance sheet shows a net loss, but the selling cost is down to 75 cents. We have a margin per case of 98½ cents now. We can spend 2.75 cents per family. We spread out still farther, and on a basis of 3,000,000 families our third year's appropriation is \$81,900.

The third year shows a profit on sales of nearly 100,000 cases, and the selling cost comes down to a fraction above 71 cents. Our advertising margin is now better than a dollar per case, and is approaching three cents per family. There is no need for further illustration, for the system should be perfectly clear. The appropriation is based upon a certain expenditure per possible customer, and that expenditure is determined by the actual reduction in the selling cost through the sales force.

The method outlined above represents an actual system which is in use by a manufacturer—not of a breakfast food, however. Of course the question at once arises as to what is to be done when the selling cost reaches the point below which it cannot be reduced, or what would happen if the selling cost were to increase suddenly, due to business conditions, for example. The only answer is that the manufacturer would use his judgment. No system of figuring appropriations will take the place of common horse-sense. As an aid to good judgment, any system may be valuable, but no man has ever yet succeeded in finding a substitute for it.

Manning Vice-president Sterling Company

At a meeting of the board of directors of the Sterling Gum Company, held on April 27, S. Fowler Manning was elected a member of the board; also vice-president of the company.

ALL IN A MORNING'S MAIL



This is NUMBER FIVE in a series of Intimate Expressions. Because they interest "The Little Schoolmaster," they may interest some of his pupils.

" * * * Perhaps this is as good a place as any, to state that I think PRINTERS' INK is the livest magazine for the business executive of any that I know of.

"I get more good out of reading the articles in your magazine than I do out of all the other magazines which I take put together.

"This is probably because it fits in directly with my work; but for boiled down, condensed information, I know of nothing which equals it."

(From)

H. VAN RENSSELAER LANSINGH

Secretary
HARDWARE BUYERS ASSOCIATION

INK
ST.
TY
Y

HEARST'S is going about the business of making a good magazine and selling it along sound merchandising lines.

It is not indulging in any of those methods which seem to offer *a great deal for nothing* this year, with the hope that next year it can sell *a little or nothing for a great deal*.

Hearst's is not placing its hope for advertising revenue on a great quantity of circulation secured by the short term subscription plan, nor the selling of the magazine to canvassing agents at a ridiculously low net.

It is not attempting to "*bull*" its newsstand sales by offering a full purchase price rebate for increases received from newsdealers during the summer months, nor by offering to these dealers a return privilege.

Hearst's is edited to satisfy the interest of discriminating people who have time to read and the inclination to pay a fair price for a magazine they want to read.

To such people we are advertising the *good qualities* of Hearst's each month. The result—

More than 30% increase in May newsstand sales in the flat size, as compared with February number in standard size;

More than 90% increase in the direct canvassing force in the field;

An increase of 16% in the net revenue secured from each direct subscription in April, 1915, as compared with April, 1914—and an increased number of subscriptions;

An increase of more than 90% over April, 1914, in subscriptions which have come to us in response to direct appeal, and apart from all efforts of field canvassers.

Hearst's has no greater allurements to the reader than the magazine itself—

No greater allurements to offer the advertiser than a goodly quantity of readers secured because of *the magazine*, and not in spite of it.

The reader *pays* for Hearst's and is satisfied with his purchase.

July Forms close June 5th

Hearst's Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

You Waste \$525,400 a Year

You readers of Printers' Ink waste over half a million dollars because there are too few birds. This is your share of the billion-dollars-a-year loss caused by insects, who live only because there aren't enough birds to eat them.

The Liberty Bell Bird Club is out to save the birds, because that's the way to save the billion dollars. Birds eat bugs—so help save the birds and you help save a billion dollars—you help save \$10 apiece for every member of your family.

It doesn't cost a cent to join the Liberty Bell Bird Club, nor are there any dues, initiation fees, fines or expenses of any sort. The Farm Journal started the Club and keeps it going, and in two years has built it up to over half a million members. That shows how close we are to Our Folks—creating a brand-new, working, get-results Bird Club in two years is no slouch of a job, either! Now that the Club is successful, we'd be glad to have you join. Copy this pledge:

"I desire to become a member of The Liberty Bell Bird Club, and promise to study and protect all song and insectivorous birds, and do what I can for the Club."

Send this pledge, *without* any money, and get the Liberty Bell Bird Club Guide and membership button *free*. We even pay the postage!

[The Farm Journal pays for this advertisement because it wants the help of a lot of enthusiastic advertising men in promoting a great economic movement. Most of our work is done in the country, where the birds are, but we can use city members, too, so come along. Sign the pledge!]

A Special Drive That Speeds Up Slow-moving Business

Manufacturers of "Tapestry Brick" Selling Fireplaces by Mail

By Raymond Welch

ONE of the most recent examples of a manufacturer developing new markets for a standard product is found in the mail-order campaign begun in April by Fiske & Company, Inc., makers of Tapestry Brick.

The company, in business since 1864, has been advertising for six years. This year the operating committee was convinced by the arguments of H. Jerome Lee, the advertising manager, that it would be profitable to set aside an appropriation for a direct drive through the magazines on fireplaces.

Accordingly the copy was prepared and inserted in the April and May issues of the mediums selected. The advertisements were ordered for those two months only, because the company wished to test out the idea before entering into a Fall campaign.

In the brick business one of the barriers to trade extension is freight cost. The fireplace proposition has broken down that barrier in many instances. The bricks for the fireplaces are packed in barrels, and freight charges as a rule do not affect a sale. Shipments have been made from the Eastern States to the far West frequently.

This mail-order fireplace plan has been a hobby of Mr. Lee's for some time.

"I have realized for several years that there was an opportunity to make fireplace sales by mail," he remarked. "We tried the plan in a small way a couple of years ago, but we didn't give it a fair trial. This year I got a modest appropriation and was able to test out the idea more thoroughly.

"After deliberation we selected the mediums we wished to use and the copy was inserted. Although my expectations of results

were rather high, I am glad to say that they have been realized.

"Before we had received our copies of the magazines we used, three inquiries had arrived at the office. Shortly afterward we got sixty inquiries in one day. Seven hundred answers to the advertising would be a fair estimate for the first month."

And these inquiries meant business,—and quick orders, something unusual in the brick business where samples, prices, and other details so often delay the order.

ADVERTISING BRINGS ORDER ALMOST IMMEDIATELY

"Just a few days after the advertising appeared we received an inquiry from a wealthy Brooklyn man who had a residence in the process of construction," continued Mr. Lee. "He had seen our advertising and as he was in the market for two fireplaces for his new home he wrote to us for particulars. The inquiry was referred to our fireplace sales department and we sold two fireplaces to that man.

"To one who understands the mechanism of the brick business that instance will go far to prove the effectiveness of the campaign. It generally takes time to land a man's order for brick. He wants to see samples and drawings; perhaps he estimates prices. But in the cases I mentioned the advertising seems to have done the trick.

"We feel that we are developing a new outlet for our brick by this mail-order campaign. It doesn't make any difference whether a man is building a brick, stone, frame, or stucco house—he can use a brick fireplace anyway. Thus when we get a fireplace order we are increasing brick sales in an unusual way.

"We can reach any class of buyer. Whether a man is building a \$2,000 bungalow or a mansion, he is in the market for a brick fireplace. Recently we have obtained prospects for the sale of ten fireplaces to an architect for a house he is building in Denver."

Then, too, the thoroughness with which the plan has been worked out helps the company to reach buyers even in the smallest towns. The bricks are shipped in

where there are no regular masons, sales that would be lost if skilled labor were necessary to build the fireplaces."

"What percentage of your fireplace sales are made by mail?" I inquired.

"Approximately eighty-five per cent," was the reply.

In the fireplace advertisements coupons are used and a book on Tapestry Brick fireplaces is offered. When an inquiry is received a post-card is sent at once. On the card is printed an illustration of a fireplace and this message:

"We are in receipt of your request for a copy of our book, 'Tapestry Brick Fireplaces,' which we are pleased to send you under separate cover.

"It is wonderful what a wealth of delightful colorings you can find in just the few hundred brick that are used in one of these fireplaces.

"Tapestry Brick is not just any colored brick; it is a distinctive trade-marked brick, made in a special manner from a special material—but then, you will learn about this when you receive our book.

"Please do not forget, however, that there is only one Tapestry Brick, of which we are the exclusive manufacturers."

Notice the canny inference that the book

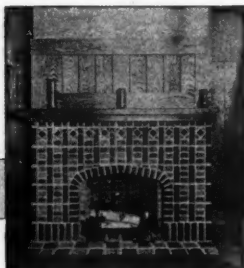
will be read in, "but then, you will learn about this when you receive our book."

No letter is used at this stage, but if there comes no reply to the post-card this communication goes to the inquirer:

At your request we recently sent you our book of "Tapestry Brick Fireplaces."

It shows some entirely new mantels

"Tapestry"
Brick



Setting
up made
easy

You can now have a beautiful fireplace in your home. Let this book quote you prices from \$15.00 up

SEND us your name on the coupon below—or just use a postal. Let us mail you, free, our beautiful color-illustrated book showing the wonderful effects secured with "Tapestry" Brick and the low cost which puts one of these exquisite fireplaces in your home.

Tapestry Brick

Trade Mark Registered in U. S. Patent Office and Canada

Complete Instructions

for setting up. Our simple instructions and working drawings enable any careful mason to lay up the fireplace. Do not miss seeing the artistic styles we show and the low prices, from \$15.00 up, which we quote. Simply mail postal or use coupon now. The book is free to those genuinely interested.

FIKE & COMPANY, Inc.
1930 Avenue Bldg. New York

Fireplaces, for centuries, have been the symbol of friendship, good cheer and sociability. The open hearth is the gathering place where the spirit of good feeling prevails. A fireplace—of "Tapestry" Brick, with its full richness of soft colors, in Red, Buff or Gray, will beautify any room in your home. And now you can receive ONE.

**Tapestry
Brick
Fireplaces
\$15 and
up**

Write
for this
beautiful
**FREE
BOOK**

Fiske & Co., Inc.
1930 Avenue Bldg.
New York City

Please send me, free of cost, your illustrated booklet "Tapestry" Brick Fireplaces.

Name _____
City _____ State _____ Date _____

THIS MAGAZINE ADVERTISEMENT SHOWED THE FIREPLACE IN COLOR

barrels. Each brick is keyed, and a mason, aided by the working drawings which are sent with every fireplace, can do the work according to the original design.

"The erection of the fireplace is so simple that even a man not a practical mason would have little trouble following the drawings," Mr. Lee said. "This fact helps us make sales in places

and fireplaces—some effects you probably have not seen in your city. It illustrates most happily what can be accomplished with taste, experience and "Tapestry" Brick.

The beauty of these fireplaces cannot be appreciated until one sees the firelight cast its glow over the warm reds, coppers or golden browns of these brick.

"Tapestry" Brick gives you a fireplace of a richness and beauty unattainable with any other material.

For the morning room or Mother's room, a fireplace of our Gray Group is especially effective; the various tones of gray, cream and delicate brown blend perfectly with the French Grays, the blues, and the faded pinks now so much used.

For a colonial room with its chaste white woodwork, the Golden Buff has a "sweet simplicity."

For a room in oak or fumed chestnut, the Red Group adds dignity and beauty.

You will notice that some of the fireplaces we illustrate cost as little as \$15.00. Anyone can afford a "Tapestry" Brick fireplace, while the rich man will find the large, elaborate, massive fireplace equally well suited to his expensive home.

We take a personal interest in having our product used to the best advantage. To this end we have an efficient Designing and Art Department with draftsmen and water-color artists, where we study the requirements of each prospective customer, and prepare for him suggestions and sketches.

If you are in the market for fireplace material do not hesitate to use this Department. Tell us what sort of a room the fireplace is for, how situated, the dimensions, the color scheme of the room, the woodwork you propose to use and how much you wish to spend, and we will be glad to advise you. It will cost you nothing. It will not obligate you in the least, and will be of much value to you.

We have received letters of thanks from many owners who have been delighted with the color effects we have suggested and who say they did not know such effects could be secured for the amount expended.

We enclose data sheet and stamped addressed envelope. Will you kindly favor us with a reply thereon?

With the letter is sent a blank for the answering of questions designed to assist the inquirer to reach a conclusion.

The list contains these queries and there is space on the blank for the reply:

"Did you receive our catalogue?
"Do you wish another catalogue for yourself or a friend?

"Are you in the market now for fireplace material?

"Do your plans include more than one fireplace?

"If so, how many?

"Please state the kind of each

room, the size and finish, including color scheme.

"Which design do you favor for each room?

"If you do not fancy any of the designs in our book for your particular purpose, kindly state why, so that we may make further suggestions.

"Approximately how much money are you willing to spend for the brick for all the fireplaces in question?"

It is obvious that the Fiske company will have pretty complete data regarding their possible sales when such a list of questions is answered.

And that statement regarding the making of further suggestions is something more than words. The company takes special pains in designing fireplaces and obtaining color effects in brick that may be desired by a customer.

INQUIRERS NOT ALLOWED TO FORGET

If after the letter nothing definite is heard from the inquirer a postal with return card attached is mailed. On the return card are six questions which the reader is asked to answer in affirmative or negative by checking "Yes" or "No" which appears at the side of each question.

The questions:

"Can we help you make a color sketch?

"Are you ready for samples and prices?

"Have you given up the idea of building for the present?

"If not, when will you be ready to hear from us with the latest thing about brick fireplaces?

"Shall we send you pictures or literature from time to time as they are published?

"Which one of our designs do you like best?"

If after this the inquirer does not respond, the name is crossed out.

Although this is the first big venture of Fiske & Company, Inc., in a mail-order proposition, the concern has been advertising for half a dozen years. The company was one of the pioneers in brick advertising, Mr. Lee said. J. Park-

er B. Fiske, head of the concern, has been a firm believer in advertising for a long time. It was Mr. Fiske who evolved the trademark, Tapestry Brick, which formed the foundation for the first advertising campaign.

Copy has been run regularly in periodicals reaching architects, and the building trade, as well as the standard magazines.

"Although our appropriation has not been extremely large we have kept at our advertising persistently," remarked Mr. Lee. "We believe it is better for us to spread our appropriation over several years in consistent advertising rather than make a plunge.

"The profit in the brick business is so close, and the field is so restricted by freight charges, that an excessive appropriation would not pay a manufacturer.

"We gained an advantage by our early start in advertising. The happy selection of our trade-mark aided us still more. By our consistent, quiet advertising we have added to our prestige year by year until now I think we are as well known in the building trade as Kodak is in its field.

"There is little doubt that our advertising has aided the whole brick manufacturing industry. One rather conspicuous campaign was undoubtedly inspired by our example."

And Mr. Lee is well fitted to discuss this angle. He formerly was secretary and treasurer of the Building Brick Association which put over the national advertising campaign to boom the brick industry and to get people to use brick in building.

By this constructive advertising policy an appropriation of a few thousand dollars has been run into five figures. Copy is being run in architects' and building trade papers, as well as the general magazines, on building brick, in addition to the fireplace advertising.

Eight plants are operated by the company, which has offices in New York and Boston. Mr. Fiske, as well as Mr. Lee, is a believer in fixed price, whether the order is for a million brick or less.

Aeolian Account Goes to Blackman-Ross

Announcement was made last week that the account of the Aeolian Company will be handled by the Blackman-Ross Company. The advertising will continue to feature the Pianola, the Weber piano, the Vocalion, and a lower-priced line of pianos as well. In addition to the national advertising, the agency will handle the advertising of the branches.

Herbert T. Proudfit, for five years advertising manager of the Aeolian Company, has resigned to join the Blackman-Ross Company. Mr. Proudfit has been connected with the Aeolian Company in the advertising and sales departments for more than 17 years. No immediate successor to Mr. Proudfit has been named. He will join the Blackman-Ross organization as soon as he conveniently can leave the Aeolian Company, probably within a month.

Lord & Taylor's New Advertising Arrangement

The Cheltenham Advertising Service, Inc., is acting in an advisory capacity to Lord & Taylor, of New York City. Francis J. Best, formerly advertising manager of the Bonwit-Teller Company, is now directing the advertising of this firm. The Cheltenham Service will co-operate with Mr. Best to develop a policy which probably will be somewhat different from the present conservative one. The agreement with the Cheltenham Service is elastic and although definite lines of action have been determined, the concrete plans are yet to be formulated.

Changes in Motor Publications

The *Horseless Age*, a New York automobile paper, has been sold to Julian Chase, Von Utassy & Herbert. Charles D. Ames, formerly chief owner of the *Horseless Age*, has returned to the position of advertising manager of *Motor*, which he formerly held. C. G. Sinsabaugh has resigned his position with *Motor Age* to become editor of *Motor*.

With Northam Warren Corporation

Henry G. Evans, five years with The Siegfried Company, Inc., has been appointed sales manager for the Northam Warren Corporation, New York, manufacturer of manicure products and toilet preparations. The Siegfried Company, Inc., will continue to handle the advertising.

Goodrich Semaphore in Painted Display

The Goodrich tire safety signal is now appearing on outdoor painted displays. One arm of the semaphore contains "Goodrich First," and "Safety First" is painted on the other.

A Prize of \$100 was Offered

to that man who could give the best answer to the question, "How do you use the American Machinist?" The prize was won by Mr. Fenton J. Spaulding, Consulting Engineer, A. T. & S. F. Ry. Here's an excerpt from his reply:

The American Machinist is first of all a *grinding tool* that sharpens my cutting edge for the work immediately in front.

The magazine is also a broadening influence. It keeps me in touch with the world and its big problems. I am not sure that this is not worth many times the subscription price. If I would advance to larger work I must know other things than the details of my own immediate assignment. If I do not master my environments they will form a wall about me that will soon become so high that I will be unable to climb over. To beat down the wall, to enlarge my horizon and prepare myself for higher work, I use the American Machinist as a *forming tool*, to broaden my cutting edge.

The magazine is also a source of inward strength and confidence. A perusal of its numbers is like the visit of a hundred friendly engineers to your own works. The sum of all knowledge on any subject is bound to be more than that possessed by any individual and in the American Machinist I am able to employ the concentrated experience of all my contemporaries for a whole year for the sum of \$4. The American Machinist perfectly supplements my university training and subsequent six years of practical experience and is thus available as a great consulting engineer with whom I confer freely each week.

The best reason we know of for advertising in the American Machinist is found in the above: The fact that its readers regard it as a *tool* and use it as such. You cannot advertise in the American Machinist, however, unless you have a product which "belongs"—that is, which is used in the field of machinery construction.

American Machinist

Published by The Hill Publishing Company
at the Hill Building New York City

Also publishers of *The Engineering & Mining Journal, Engineering News, Power*
and *Coal Age*. All Members of the A. B. C.

Mr. Advertiser:

You cannot afford to ignore an advertising medium which is read by practically ONE-SIXTIETH of all of the readers of newspapers in the United States.

Do you grasp that statement?

There are about 2600 daily newspapers printed in the United States.

Here is one seven-day newspaper whose readers equal ONE-SIXTIETH of the total of the readers of all of them.

Pretty big proposition, is it not?

The City of New York and its nearby neighborhoods are peopled by about ONE-FIFTEENTH of the total population of the United States.

This seven-day newspaper is backed up by ONE-FOURTH of the population in New York City and its environs.

It is a simple, mathematical proposition to prove the power of this seven-day newspaper.

Printed in a section of the country which represents ONE-FIFTEENTH of the total population of the United States and representing, as it does, ONE-FOURTH of the population in its section, its actual representation in the whole country is, therefore, ONE-SIXTIETH of the total.

PROOF: $\frac{1}{4}$ multiplied by $\frac{1}{15}$ equals $\frac{1}{60}$.

The purchasing power of its readers, therefore, must equal ONE-SIXTIETH of that of all of the people in the entire country.

You cannot afford to overlook the importance of this seven-day newspaper to your business.

What paper is it?

THE NEW YORK AMERICAN

DAILY and SUNDAY

Member Audit Bureau of Circulations.

Getting the Dealer to Handle the More Profitable Sizes and Styles

Often Persuasion Won't Do, and Force Must Be Resorted To

By a Sales Manager

THERE'S nothing harder than to get the dealer to sell where the profit lies.

At a recent luncheon the general manager of one of the largest paint companies went over this situation, closing with the remark, "Our greatest difficulty in selling the profitable lines is not with the consumer, but with the dealer. The average consumer is willing to pay a fair price for a good article; it is the dealer who switches brands for a few cents a gallon and often gets paints worth twenty cents less. When I'm pessimistic I can see the branded paint business on a granulated sugar basis, and it's only on New Year's Eve or some equally convivial occasion that I can see the dealer helping himself by working with us to sell where the money is."

The general manager of an allied line drew a fine distinction which aroused much discussion. "While our products and those of our leading competitors," he said, "cost the dealer, item for item, practically the same, and switching is consequently more of a personal proposition, we have a similar problem. With us, however, the trouble is not so much to get the dealer to *stock* lines which will yield him a good profit as to get him to *sell* them."

"Take, for example, our 'De Luxe' line of polishes which we brought out last Spring. This was the first fifty-cent shoe polish line of any prominence, and certainly by far the most attractive and complete high-priced line. *while the goods looked the price.*

"For the first time in the industry real pains had been taken to make the bottles themselves more than mere containers and to equip these with more than a high-grade sponge wired to the stopper.

"We had a host of selling

points to get under the retailer's skin, first and most prominent the profit, which was more than double the usual amount on each sale, while our advertising, including outdoor advertising, newspapers, street cars and magazines was surely impressive.

"The full results of our effort can only be approximated. Probably the final result will justify our departure in price standards, but only among the comparatively few real merchandizers in our lists. The average dealer simply killed the line by failing to feature it, absolutely lacking backbone enough to get the price."

GROSS SALES FALL OFF; PROFITS INCREASE

The sales manager of one of the highest-priced lines of watches contributed further proof that mere logic will never turn a theoretically perfect campaign into an actually successful solution. After explaining the methods used to focus the dealer's sales on the "money lines," he showed by his records that these all resulted in mere temporary spurts and that without constant prodding the low-priced watches again became the best sellers.

"That was the real reason we discontinued all our low-priced lines," he continued; "it was more like a major surgical operation than a dose of medicine. We simply made up our minds to sell only where we would make a profit margin that would justify our continued existence, and while our gross sales have fallen off over thirty per cent, our net profit on a *greatly decreased investment* is actually decidedly larger."

This sounded particularly interesting to me, both on account of my acquaintance in the retail jewelry trade and because of the common justification of makers selling the

bulk of their lines at too close prices that, "We've got to have the cheap stuff or they'll get used to buying from other people."

In actual life the jeweler, after finding by carefully worded questions about the price the customer wished to pay, almost invariably presented this maker's line when the amount in mind made this possible, using the argument, "Here's a strictly high-grade watch made by the Blank people. They haven't a model that sells below fifty dollars, and you're sure that every part in any of their watches is first quality."

I asked several dealers whether they really believed this. Their usual reply was something on this order: "When a man is willing to spend \$50.00 for a watch, he doesn't like to buy one almost identical in appearance with one costing \$5.98, particularly if the maker's name is the same. We work the idea both ways. When a customer wishes a less expensive time-piece we tell him that he can get a Waltham or an Elgin with excellent works, but in a less costly case than their expensive models and that no one but himself will be the wiser."

There's one solution of the problem. Sell your dealer only profitable lines and teach him how to use them as an argument.

SALESMEN OFTEN HAVE VALUABLE VIEW-POINT

Sometimes views of men in the field are more worthwhile than those of their own executives, possibly because the road men are closely in touch with actual users, and often will speak out about errors in sales tactics which the men higher up are forced to justify by plausible theory, until the time comes when the mistakes can or must be corrected.

For example, one high-salaried salesman of talking machines told me that he thought the worst mistake they and their competitors had ever made was when they brought out cabinet machines at less than \$100.00. As he put it, "Possible buyers of phonographs are in just two classes. One buys the model that

serves its purpose, either as an amusement for the young folks or an occasional supplement to the piano. The other class would not be found dead in a house with any of the small, non-cabinet models. Any good dealer can bridge the difference in price between the toy and the aristocrat, and get the \$100.00 price almost as easily as \$75.00, while the extra profit is worth fighting for. Any of my dealers will tell you that they are constantly asked for 'the lowest-priced cabinet.' Some of the live ones get \$100.00 models across by keeping their lower-priced cabinets in the background."

There is point number two. Study human nature and make it pay a stylish price for stylish goods—and make it impossible for the dealer to be a poor judge of said human nature.

A moment's study will show the difference between this case and that of the watchmaker, for one would be in deep water by a wide-price gap, while the other would thrive.

A striking case of the possibilities of correcting a wrong sales policy may be seen in the candy industry. Ten years ago one high-grade maker brought out five-cent packages of chocolates. As he expressed it: "We thought it would be cheap advertising to flood the country with our five-cent packages and that this would really be a gigantic sampling campaign for our pound trade. By careful figuring we found that we could bring out a very attractive package at \$1.75 per case of 100 as a jobber's price which he would sell delivered to his retailers at from \$2.40 to \$2.75, depending on the locality, and which the retailer would of course sell at five cents each, or \$5.00 a hundred, averaging 100 per cent clean profit on a five-cent size.

"We were right in thinking they would go like hot cakes, but as the package stood us \$1.71 per case on the shipping floor, we naturally lost money on every order before it was billed and collected, not considering bad

PRESS RUN ISSUE OF MAY 8TH

876,000

and the rate is still
based on \$3.50 per
line for 700,000 net
paid.

Collier's ^{5¢ a copy}
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr

COLLIER'S CIRCULATION ISSUE of APRIL 10TH

Press Run	864,000
Gross	861,818
Net	847,936
Net Paid	837,413
Member A. B. C. and Quoin Club	

"At the British Front," by
Frederick Palmer, in *Col-
lier's* for May 15th.

debts or over-head. We were finally able to lift the price up to \$2.50 to jobbers, who in turn lifted their prices to \$3.00, to \$3.35 and in some cases to \$3.50, but instead of gaining in reputation we had earned the name of 'cheap candy' makers before we could stop it, and our sales of large sizes fell off against the competition of the growing 'dollar a pound' group, whose smallest size was half pounds, or for some odds and ends, a ten-cent size."

There is food for thought in studying the means taken to prevent a seemingly good idea from becoming a permanent millstone on the neck of a high-grade article.

The one valuable by-product of their experience came in the discovery of the tremendous market for a high-grade, eighth-pound, ten-cent assorted chocolate. With it came the suspicion that a ten-cent line cast no reflection on its maker, and experiments seemed to prove this beyond a doubt.

Consequently attention was focused on the neglected ten-cent lines. From these the best-known package was selected, the package brought up to date, the contents changed over and a distinctive touch given to the wrapping of each piece. The salesmen made a remarkable showing the first time over their territories by playing up the greater profit to the dealer and by assuring dealers that it "would sell on sight." It didn't, and replacements became common and costly. There was too much at stake to abandon the idea, and with much fear and trembling they reduced the size of the five-cent package one-third, did away with some frills and then raised the jobbing price ten cents a hundred. The advertising manager was instructed to bring out special dealer literature to feature the new eighth-pound, ten-cent line, display racks were offered as loans to larger dealers, and assortments with "free" racks were made up for the jobber to use with the smaller trade.

While it will probably take years to kill off the decade-old

dealer demand for the five-cent package, even with the radical changes in size and appearance and decreased dealer profit, they did make consumers see a better value in the larger size, and results to date show that their consumers are better salesmen than their dealers, as the eighth-pound package is steadily growing in popularity.

As an interesting sidelight the candy-makers were prepared to include a coupon with each eighth-pound, good for ten cents toward a pound of their "Dollar Sweets," but this is still held in reserve, for the ten-cent package is now repeating instead of demanding exchange for the smaller size.

There's point three. If a less profitable size is too good in value or appearance, change it to make a more profitable one of greater appeal, and make the dealer and consumer shift or pay a living wage for the outcast.

TACT ACCOMPLISHED THAT WHICH FORCE COULD NOT

Another common dilemma is found where a maker gains reputation and profit from a variety which later is relegated to the background by popular taste. Take for a case in point a hosiery-maker who built up his factories on serviceable hose, which were considered of respectable appearance and comfort before the present craze for silk swept over the country.

The makers found a means to produce pure silk hose in a finish superior to anything on the market. The invention was of commercial value, because it was one which allowed the silk line to be sold at a fair competitive price, making it more profitable for the manufacturers.

It was difficult to frame a selling and advertising campaign which would not cast discredit on the tried and true "Can't Wear Out" line, which had for years been a dividend-payer. In the end they compromised by advertising the two lines side by side with only sufficient description to differentiate the silk from the cotton. The punch to the copy

was the same old firm name and the slogan "Best in Silk—Best in Cotton," leaving the wearer to choose according to his taste.

When it came to the dealer, the manufacturers abandoned all disguise, and played up the silk hose with a very soft pedal on the cotton. They did not fail to capitalize the still existing demand for the "Can't Wear Out" line by offering a four per cent discount on it, provided an order was accompanied by one for 33 1-3 per cent the number of pairs of the "Aristocrat" silk line. It was this feature which put the dealer sales across, for they could all sell the silk line if they so elected, but *had* to have the "Can't Wear Out." This made the four per cent look like a square meal to a starving man, and where in some lines 20 per cent would only cause a bored yawn their four per cent clinked like a mint to almost all haberdashers.

There's point four. Make the

dealer sell the more profitable line to make more profit on a staple.

The mistakes of manufacturers in placing unprofitable sizes in the dealer's hands are often shown by reducing a branded line to a bulk basis. It is too great a strain on human nature to give the dealer the choice between selling a large consumer a gallon of a branded product at \$1.75 or four single quarts at \$4.00, and to the average dealer (unaware that the greater part of the difference is legitimate by reason of the savings in containers, packing and labor) it seems proof positive of exorbitant profit on the branded quart sizes.

One manufacturer confessed to me that as his investigation showed that he could get certain high-class hotel trade by supplying his best vinegar in two-gallon stone jugs, with each ten-gallon lot he gave a set of cut-glass cruets as a premium. The dealer was urged to consent to a small

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

profit on the initial order and everything went well until the ten gallons were used, when 80 per cent of the hotels bought cheaper vinegars in bulk. In short, the manufacturer had taught the consumer to buy bulk instead of branded lines, opened a sure avenue of dissatisfaction with hotel and dealer, and to cap the climax lost money on the transaction!

The punch that wins in cases such as this is always salesmanship in some form, and salesmanship is merely one application of the laws of force. That's why I'm going to wind up this little collection of methods, gathered from widely varied lines, with a little incident selected from the wide experience of one of my good friends, a salesman.

SALE SHOULD BE AS PROFITABLE AS POSSIBLE

A jump from selling toilet lines to the trade to motorcycles to the consumer, when taken voluntarily, shows confidence in selling ability and it was (and is) a revelation to me to see how little sales tactics differ after all, when it comes to essentials.

His specialty is to sell a man a bicycle and before he uses it switch it to a sale of a motorcycle.

"The moment the purchase of a bicycle is made," he told me, "I offer to send around an identical model from the floor, 'To practise with,' I explain. I deliver it myself an Saturday afternoon, or any time I discover the purchaser will be free for a spin, trundling it along beside the motorcycle I ride.

"It doesn't take a great deal of tact to get the buyer interested in my machine, for he thinks I am all through trying to sell him, and half the time I get him to try my machine, while I ride alongside on the bike I've loaned him. My conversation keeps harping on places well beyond a pedalled ride but well within motorcycle range. I show him how easy it is to keep a six-cylinder, \$5,000 car in the rear and appeal to his pride and desire to see distant places in his odd hours, and almost always get him

to break the ice by asking prices."

The kernel of the nut is that this man sells far more motorcycles than bicycles, shifts buyers to the more profitable line at a stage when the average salesman would be patting himself on the back over a closed transaction, and best of all leaves the buyer full of a sense of having bought to better advantage than he expected.

There's point five. Teach your dealers that a sale is never complete until the profitable line has been sold!

In this gathering of instances it will be noticed that the means to get the dealer to handle the profitable sizes and styles have followed the lines of force rather than the wiles of persuasion. The reason for this method of presentation is because PRINTERS' INK asked me to get down to bed-rock and not to blame the dealer or present selling talk of the blue-sky variety.

The first step toward greater profits by greater sales of profitable lines lies with the maker, whose duty it is to put his own house in order and make the dealer's road to greater profits along the lines of least resistance.

Many firms who complain that the dealer is merely a mechanical distributor fail to live up to their own conception of him by forcing him to go out of his way to sell profitable goods!

Changes on "Scribner's"

Carroll B. Merritt has been appointed advertising manager of *Scribner's Magazine*. Lawrence W. Meads, formerly of the Loose-Wiles Biscuit Company, has been assigned to the New England territory. George H. McBride will cover New York State, Pennsylvania and the South. Joseph D. Jackson, formerly of *Collier's*, and Charles R. Bergmann will assist in New York City. Miss Martha D. Hill will have charge of the School Service Department and Challis Gore, formerly of the McCall Company, will direct the work of the newly organized general service department.

Detroit Men to Speak at Rochester

H. D. Macdonald and Joseph Meadon, of the Detroit Aircraft Club, will speak at the Advertising Affiliation meeting at Rochester, May 14, 15 and 16.

General Huerta and Fred Splitstone, managing editor of Leslie's, got pretty well acquainted before and after Huerta rescued Splitstone during the anti-American riots last year.

So it is only natural that Splitstone should be successful in getting from the old dictator his *real* views on the future of Mexico, especially in relation to the United States.

His real views are the opposite of what you would expect. You will be interested to get Huerta's ideas on a situation which is likely to worry the United States long after Europe has settled its troubles.

In this week's

Leslie's

Illustrated Weekly Newspaper

Boston New York Chicago

LUTHER D. FERNALD, ADVERTISING MANAGER



THE ASSOCIATED AND ITS NEW ALLY

204,492 copies of the first issue of **EVERY WEEK** were sold to the newsdealers of Greater New York.

More than 100,000 copies of this issue of **EVERY WEEK** were sold elsewhere.

At 5 p. m., Monday, May 3rd, indications point to a clean sale. Orders for additional copies could not be filled.

**The Associated
Sunday Magazines**
and

EveryWeek
3¢

The first illustrated 3c. weekly in America

1,300,000 — and just starting

Walter P. Wheeler, Advertising Manager,
1 Madison Avenue, New York City.
Guy C. Pierce, Western Advertising Manager,
Garland Building, Chicago, Ill.
Irving J. French, Eastern Representative,
24 Milk Street, Boston, Mass.

City Will Advertise in Trade Papers

The Business Men's Club of Newport, Ky., is planning an advertising campaign in trade papers, with a view to securing the location of industrial plants in that city. Points of advantage for manufacturers which will be emphasized in the copy are the railroad facilities; proximity both to large markets and sources of raw material and the large laboring population to draw upon in Cincinnati, Covington and other nearby communities.

Special Agent Becomes Manufacturer

Walter C. Kimball has withdrawn from Walter C. Kimball, Inc., New York, and has acquired an interest in Brandegee Kincaid & Co., clothing manufacturers of Utica, N. Y. He has been elected treasurer of the latter company.

R. M. Harvey and C. E. Strange are continuing the business of Walter C. Kimball, Inc.

Robt. Mears, Jr., With the Moore Press, Inc.

Robert Mears, Jr., has joined The Moore Press, Inc., New York, in the capacity of vice-president. He has also organized an advertising agency which will be known as Mears Advertising, Inc.

Mr. Mears has been advertising manager of Alfred Benjamin & Co., and more lately was with Sherman & Bryan, Inc.

Gleeson Murphy With Von Poettgen Agency

Gleeson Murphy, for the past two years manager of the Detroit branch of the H. K. McCann Company, has become associated with the agency directed by Carl S. von Poettgen in Detroit. The von Poettgen agency is composed entirely of Detroit men and specializes on the advertising of concerns located in Detroit and vicinity.

Joins Autocar Company

H. L. Whittemore, who has been for some time past manager of the shoe department of the O'Sullivan Rubber Heel Company, of New York, and previously with the George L. Dyer Company, of New York, is now advertising manager of the Autocar Company, Ardmore, Pa.

Anderson to Direct Hupp Sales and Advertising

Frederick A. Harris has resigned as commercial manager of the Hupp Motor Car Company, of Detroit, and Lee Anderson, formerly advertising manager, will have supervision over both the sales and advertising departments.

Tobacco Ad Illustration

The latest newspaper ad on "Recruit" Little Cigars placed by the Liggett & Myers Tobacco Company is graphically illustrated with drawings of five hands. The first is holding out a leaf of tobacco marked "Virginia Tobacco." This shows where the filler is obtained. The next is a hand holding out a leaf marked "Kentucky Tobacco." This shows where the wrapper is secured. The next hand holds out the "smoke" itself; the next hand presents the package, and the next hand holds out five cents, the price of the package.

Buffalo Has New Ad Service Bureau

De Forest Porter has established an advertising service bureau in Buffalo. Mr. Porter conducted an agency in Buffalo a number of years ago, and since that time has been in charge, at different times, of the advertising of three of the department stores in that city. He is just concluding a term as president of the Buffalo Ad Club.

Geo. M. Davis Goes to Detroit

George M. Davis, former advertising manager of the E. R. Thomas Motor Company and the Pierce-Arrow Company in Buffalo, and of recent years connected with the retail field in New York State, has gone to Detroit as resident manager of the Detroit offices of the Internal Gear Drive Company.

Elected Secretary of Perfumers' Association

Walter Mueller, sales and advertising manager of the wholesale perfume department of A. A. Vantine & Company, Inc., was elected secretary of the Manufacturing Perfumers' Association of the United States at the annual meeting held in New York April 27 to 29.

To Manage Publishing Company

George B. Spencer, who has been associated with Churchill-Hall, New York, has withdrawn from that association to become managing director of Good Health Publishing Company, Battle Creek, Mich. Churchill-Hall will continue to handle the Battle Creek Sanitarium advertising.

Pelletier's New Agency

E. Leroy Pelletier has announced the opening of his own agency in Detroit under the name of "E. Leroy Pelletier—Advertising." Mr. Pelletier will devote his attention to three or four non-competing accounts, and is at present handling the Reo Motor Car, Reo Motor Truck and Flanders Electric advertising.

British Chancellor Flooded with 250,000 Responses to Advertisements

Henry Randall, of London, was one of the foremost promoters of the prohibition idea and he was joined soon by Angus Watson, of "Skipper Sardine" fame. When Lloyd George intimated to the business men that the government must know the opinion of the masses before action could be taken on the suspension of liquor sales, work was begun on the copy which produced such quick results.

"Of course, the advertisement headed 'Every Reader Asked to Write to Mr. Lloyd George To-day' is the one that pulled such a sensational number of responses—more letters than have ever been received in the same length of time at the Treasury on any subject.

articles on the matter in many papers; it has been the subject in many pulpits, and the one topic of the club and the man in the street."

The advertisement to which Mr. Smith referred was run in full-page space in the papers. A coupon was used and was directed to the Chancellor at his Downing-Street offices. This coupon read:

"I am entirely in favour of the suspension of the manufacture and sale of intoxicating liquors during the war, which I consider imperative for the quick and successful termination of the war, and I shall heartily support the government in any such measure."

Within a remarkably short time

EXTRACTS FROM ONE OF THE

To all with intellect, feeling, brother, or even a heart, to all who view with distinction the condition of the Chinese homeland and aspire to change it, to all who aspire with conviction the dedication and devotion which light—the one thing that is UNCHANGEABLE—THE WILL—is strong enough any of the weak people in our existence, today, and tomorrow—to all who are not afraid—

“We are fighting Ours, Russia, and Drak, and also in it we are the greatest, our really like the DROUD, the Chancellor of the Exchequer in Japan, in winning, and the President in the United States, who was promising the Government the most expensive of markets before during the war, but now of these men is a comedian, but they had not in the past some which didn't in changing our money, but they had the 10,000,000 of the available line, of some by mistake, was due to that, and then found a way to get the money, and they were not in any way obligated to work now to let the big banks and the money market to be the gift of the public. I mean:

SAVING OUR COUNTRY \$3,000,000,000: The war, apart from the heavy toll of precious time, money in **\$1,000,000,000** in it. If the expenses of such an adventure is by us as months would cost, and

Mr. Lloyd George announced that the Government oppose any public opinion that the "billion death" can be regarded by the people of the war. He declared that in every case and means also be a part of the Government to write a letter or postcard, as it is not used the official form, to Mr. Lloyd George to say, saying the "billion death," a gross charge that at the Government, as Mr. Lloyd George himself be not be easily regarded as the war is over.

We are appealing you only to real citizens. We know that every one of them who reads this statement will respond—and there are millions of them. We appeal to EVERY one and expect who ever sees this country then be personal aggressive, to everyone who acknowledges the debt we owe to our brave soldiers in the field and to the teachers, to everyone who will help these much-maligned students and not those THE CALL OF THE PUBLIC HOUSE STIFLES THE CALL OF DUTY.

*There's also, for purely selfish reasons, what is not on death row: go on, to spite of the odds it is saving on lighting needs and not space requirements. We offer EVERY inmate an area, EVERY table, and the state of EVERY requirement you can achieve as well. And there is one constant in 'em. The single important question is sure to be the balance. It may not only YOURS have, YOURS Coupon, to turn the scale.

TEXT OF THE MEMORIAL TO THE GOVERNMENT

[illegible]

¹ The Department was established by decree on the proposal of the Prime Minister and the Ministers of Education and Agriculture, issued on 27 January 1906, and confirmed by the Imperial Decree of 28 February 1906.

[illegible][illegible]

THE UNIVERSITY OF CHICAGO PRESS

MAGNIFICENT ACT BY THE KING

[illegible]

TEN "THE IRRESISTIBLE MOVE" - Mr. Asquith.

as many others as you can to do the same.

Never should be utilized as the signature. When needed, it should be signed by the
or the person who is the subject of the document.

PAPER PAGE COPY BROUGHT A QUARTER
MILLION REPLIES

THIS NEWSPAPER PAGE COPY BROUGHT A QUARTER OF A
MILLION REPLIES

80,000 letters, some of them containing several pledges, were received by the Chancellor's secretaries. The total ultimately rose to 250,000. In the advertisements extracts from letters previously received were run. Under the heading "A Canteen Tragedy," the story of a soldier's death as the result of a drinking bout in camp, was told to force home the need of prohibition in the army.

SOME OF THE COPY

"We cannot all go to fight for our country," leads off the copy in one of the series. "But here is something everybody can do—a way every man and woman can help our cause at this critical hour.

"To all with husband, father, brother or son at the front . . . to all who regard with consternation the slackness and shirking which drink—the one thing that is *dragging out the war*—is causing amongst many of the work-people in our armaments works and shipyards—to all these we make our appeal.

"We are fighting Germany, Austria and Drink, and, as far as I can see, the greatest of these deadly foes is Drink," said the Chancellor of the Exchequer on Monday."

Then comes the appeal to the pocket-book:

"SAVING OUR COUNTRY £365,000,000!

"This war, apart from the heavy toll of precious lives, is costing us £2,000,000 a day. If the suspension of intoxicants shortened it by six months it would save our country £365,000,000—many times more than would be needed to compensate all those hit by temporary prohibition."

Another headline asks:

"Will the Government Compromise with Germany? If not, why talk of compromising with the greater enemy, intoxicating liquor, which is holding up war supplies, reducing the efficiency of our army and navy, and doing more damage than all the German submarines?"

Plenty of "punch" appeared in other headlines of the series.

"At War with the Brake On" appeared over one of the advertisements. The body of the advertisement kept to the caption by saying:

"What should we think of a man who kept his brake on in a motor race?"

"Yet we are at war with the brake on!"

"The first thing Russia did when war broke out was to take off the brake—to prohibit the sale of her national intoxicant, vodka."

Then farther down: "Yet Great Britain still keeps the brake on!"

"The pledge of King George, offering to banish intoxicants from the royal household, was featured in the advertising, along with the comment "Long Live Our Noble King."

Refuses Whiskey Posters

Beginning May 1, Walker & Company, Detroit, will accept no more advertisements from distillers who manufacture whiskey, gin, rum or brandy. Champagne and beer advertisements will still be accepted. Existing contracts with distillers will be given until January 1, 1916, to terminate.

The action against whiskey advertisements was taken by the directors of the Poster Advertising Association.

The Poster Advertising Association is also at work on a "peace" poster which will be designed to promote peace and will be posted by every member of the association, just as Easter and Christmas posters have been put up without charge.

AT WAR With the Brake On

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THE CALL OF THE PUBLIC HOUSE STIFLES THE CALL OF DUTY

Nothing short of coercion will bring each man to a realization of his responsibilities, of the debt they owe to the legs in the trenches, whose lives are dependent upon a plentiful supply of the necessities of war.

If these men are right who say the drink paid is conscience, then the King is wrong in expounding his deep concern at the drink problem. He, Lloyd George is wrong in saying that it is a national disaster. Lord Kitchener is wrong in blaming the temptation of drink for the disappointing delays in the supplies of war material, and the German Emperor was wrong when he said, in 1912, "In the next great war the nation that drinks the smallest amount of alcohol WILL WIN."

There may be difficulties in the way of suppressing the sale of intoxicants during the temporary prohibition of drinking partly with the brewers, the publicans, and their employees, but a lot are such difficulties compared with their that drink is costing us? The difficulties of suppressing drink, as Russia and France have shown us, are EASY! It is only the difficulties that drink is costing us are IMPOSSIBLE!

Let us say to TOBY, members of the manufacture and sale of intoxicants during the period of the war.

THE LONGER THE BRAKE IS KEPT ON
THE LONGER THE WAR WILL LAST!

A MEMORIAL from leading business men and large employers of labour to the Prime Minister to prevent the Government to act to save and PROTECT PUBLIC MEETINGS in view of the fact that the people are being exposed to Communism, which is rapidly spread, should be addressed to the Disruption of the Empire, London.

ANOTHER STRIKING PIECE OF COPY

THE PANAMA EXPOSITION

You will find the Butterick Building at San Francisco an interesting feature of the Exposition. Butterick merchants and Butterick readers will find there a hearty welcome.

In this connection it is significant that Butterick took first honors at

Chicago	in 1893
Paris	in 1900
Buffalo	in 1901
St. Louis	in 1904
Vienna	in 1906
Berlin	in 1906
Petrograd	in 1907
London	in 1908

The Butterick Building at the Exposition will be readily found in the Varied Industries Palace.

THE BUTTERICK PUBLISHING
COMPANY

NEW YORK

BOSTON

CHICAGO

Member A. B. C.

Canada Is a Newspaper Country

IN Canada daily newspapers are the mediums of paramount influence, and in any campaign of general advertising their use is inevitable.

Daily newspaper circulations in Canada have gone up 20% to 40% since the war began. Rates remain as formerly. Space in Canadian dailies at the present time is an exceptionally good "buy."

The rates of Canadian dailies are low when compared with those of corresponding papers in the United States. In the papers listed below—leading papers in leading cities from Atlantic to Pacific—a 10,000-line campaign using them all can be had for less than \$7,000.

GET INTO CANADA NOW

Publishers of the undernamed daily newspapers are ready at all times to provide trade reports and other service of value to advertisers contemplating going into the Canadian field. For rates, circulations, and other desired particulars, communicate with the publishers direct or with their U. S. A. representatives.

	NEW YORK	CHICAGO
TORONTO GLOBE.....	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
TORONTO TELEGRAM.....	VERREE & CONKLIN, 225 5th Avenue	VERREE & CONKLIN, Steger Building
OTTAWA FREE PRESS.....	CHAS. H. EDDY CO., 5th Avenue Building	CHAS. H. EDDY CO., Peoples Gas Building
OTTAWA JOURNAL.....	La COSTE & MAXWELL, 45 W. 34th Street	La COSTE & MAXWELL, Marquette Building
MONTREAL GAZETTE.....	JOHN SULLIVAN, 5th Avenue Building	H. De CLERQUE, Mailers Building
MONTREAL LA PRESSE.....	THE W. J. MORTON CO., 5th Avenue Building	THE W. J. MORTON CO., Tribune Building
HALIFAX HERALD & MAIL (A.B.C.).....	DIRECT	DIRECT
VANCOUVER PROVINCE (A.B.C.).....	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mailers Building
EDMONTON BULLETIN.....	JOHN SULLIVAN, 5th Avenue Building	A. R. KEATOR, 601 Hartford Building
REGINA LEADER.....	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mailers Building
WINNIPEG FREE PRESS.....	LOUIS KLEBAHN, 1 W. 34th Street	H. De CLERQUE, Mailers Building
WINNIPEG TELEGRAM (A.B.C.).....	VERREE & CONKLIN, 225 5th Avenue	WALLIS & SON, 1st Nat. Bk. Building
LONDON FREE PRESS (A.B.C.).....	D. J. RANDALL, 171 Madison Avenue	ELMER WILSON, Tribune Building

IN CANADA USE THE DAILIES

April's Hot Wave Helps Campaign of Gas Association

Co-operation with Local Companies the Keynote of Effort Just Concluded

GAS companies throughout the country took advantage of the April hot waves and cashed in on the Gas Range Week which was promoted by the National Commercial Gas Association, of New York City.

Half-page advertisements in national weeklies were used by the association to promote the week, which was officially designated to include April 26 to May 1.

Electrotypes of the advertisements run in the national mediums were sent to gas companies on request, and in numerous instances were published in local papers in connection with the advertisement of the home gas company.

This letter was sent to the gas companies of the United States and Canada prior to the appearance of the national advertising:

Gentlemen:

We are enclosing herewith a proof of the advertisement in regard to Gas Range Week, which will appear in the *Saturday Evening Post* and the *Literary Digest* in their issues of April 24th.

As it is impossible to advertise a programme of attractions to the gas office which would be universally practical, it will be necessary for you, in order to reap the full benefit of Gas Range Week, to arrange a programme that will attract the public of your community and then to advertise it in all your local newspapers.

We would suggest providing for any of the following: demonstrations, lectures, special displays, souvenirs or novelties, special concessions in regard to prices and terms.

This advertisement is general and is calculated to arouse interest in the gas range specifically, but it is not calculated to pull people to your office unless you support it by arranging an attractive programme and advertising it locally. In other words, to get the full effect it will be necessary for you to keep your local public fully advised of the details of your particular programme for Gas Range Week.

The local dealer was shown in this letter that the national advertising of the special week should not be expected to clear out his stock of gas ranges. The importance of advertising in the

local papers was emphasized.

It is interesting to note that the local companies were active in their co-operation. Demonstrations were given of the ranges, souvenirs were distributed to customers, and other means of hooking up to the advertising were utilized.

DEALERS HELP

Louis Stotz, secretary of the association, in speaking of the co-operative feature remarked to a *PRINTERS' INK* reporter:

"Dealers in some cities removed everything from their sales floors except gas ranges. They concentrated on the ranges to get full advantage of their advertising and ours. Other companies hooked the hot-water heater up to the gas range campaign with good results."

"Gas Range Week is here," announced the headline of the advertisements run in the national weeklies. "Your Gas Company has joined the great national celebration in honor of the Gas Range—the greatest household help of modern times," the copy continued.

"Your Gas Company knows the vital importance of the Gas Range to every woman in its community."

"Therefore, it has set aside the week from April 26 to May 1 to the glory of the Gas Range and the special service of the householder."

Then came the direct command: "Go to the showroom of your Gas Company;

"—See the latest money, time and labor saving devices;

"—Learn the newest methods of producing perfect results."

Local dealers were made to take it for granted that they would advertise.

"Watch your local papers for announcements," advised a clause in the ads.

The appeal was not restricted to women.

"This advertisement is not for women exclusively," said a paragraph near the signature.

GAS RANGE Week

Gas Range Week is here

Your Gas Company has joined the great national campaign to bring the Gas Range—the greatest kitchen help of modern times.

Your Gas Company knows the old-fashioned Gas Range is better than any other.

A Gas Range is like a maid who will do the work from April 26 to May 1 in the city of the Gas Range and the whole world of the Gas Range.

Who is the chief name of your Gas Company?

What is the latest name, time and place of the Gas Range?

Learn the correct methods of advertising your Gas Range.

The spirit of the week is cooperation—between you and your Gas Company.

Watch your local papers for advertisements, or better still, call on the Gas Office of your Gas Company for the full information of the Gas Range.

Gas Range Week is not for women only.

The man who loves his home and his family can learn much to his advantage at the Gas Office next week.

For your home's sake, Go!

National Commercial Gas Association
1212 N. W. 10th St., Seattle

THE BOSTON PAPERS RAN
NATIONAL AND LOCAL
COPY ALONGSIDE

"The man who loves his home and his family can learn much to his advantage at the Gas Office next week.

"For your home's sake go!"

To pave the way for the national campaign the association in its bulletin for March gave numerous suggestions to gas companies for linking their business to the special week advertising.

Here are a few of the hints:

"Advertise in local papers two weeks in advance of, and during, Gas Range Week.

"Advertise on programmes of motion-picture houses, or on the screens.

"Advertise on gas bill stickers.

"Make special displays of ranges on sales floors and in the windows.

"Put an advertisement on all company wagons.

"Give a bonus to salesmen for this week.

"Increase the cash discount."

Gas Range Week was promoted by the association for the first

SPECIAL OFFER

We reproduce the accompanying advertisement, which is running in the leading weekly newspapers.

For the purpose of completing the weekly order importance of this for cooking, we will allow a SPECIAL DISCOUNT OF 5% on any Gas Range sold at retail, ordered during Gas Range Week, for immediate delivery to our home. The order must be accompanied by a copy of the advertisement in this newspaper, and the offer is good only BETWEEN APRIL 26 AND MAY 1, INCLUSIVE.

Boston Consolidated Gas Company

Telephone United 3336 10-30 West St., Boston

time last year, but it is estimated that this year's drive will greatly exceed that of 1914.

A. N. A. Meets at Cleveland

The semi-annual meeting of the Association of National Advertisers was held at Cleveland, O., April 29 to May 1. There was a minimum of routine and organization proceedings, most of the time being spent in round-table discussions of various subjects.

The attendance exceeded fifty per cent of the membership.

Some of the subjects which were the basis of discussion and resolutions were audited circulations, house organs, the status of the advertising manager, premium-yielding coupons, the relation of national to local advertising, etc.

W. H. Ingersoll reviewed the subject of price maintenance, and A. S. Allen, of the Ruxton Ink Company, gave an address on the proper treatment of color in advertising.

Death of Carson C. Peck

Carson C. Peck, owner of the Brooklyn Times and vice-president and treasurer of the F. W. Woolworth Company, died April 29, aged 57 years. Both Mr. Peck and Frank W. Woolworth were employed in early manhood in stores located in Watertown, N. Y. After the latter came to New York to start his chain of stores he made Mr. Peck manager of a store he opened in Utica. In 1890, when the chain began to grow so rapidly that Mr. Woolworth was unable to give the stores enough attention, he sent for Mr. Peck. The latter gave his attention to the detailed management, while Mr. Woolworth attended to the broad policies.

Swaren Has Educational Lecture

J. W. Swaren, advertising manager of The Pelton Water Wheel Company, San Francisco, is giving a lantern-slide lecture before the students of various engineering and industrial schools on the Pacific Coast.



Our Answer

Here is our answer to the questions from manufacturers: "When can we reach the greatest possible number of operating and mechanical officials at the least cost; when is an opportune time to present a series of sales-talks to these classes of railway officials?"

June Daily Booklet

This booklet is our answer to the above queries and our reply to every manufacturer who wants to know how valuable the June Daily of the *Railway Age Gazette* will be to him. Besides, this booklet will give him a succinct idea of the plan and scope of the MASTER MECHANICS' and MASTER CAR BUILDERS' CONVENTIONS and the part the June Daily plays during these important meetings. A request letter will bring a copy.

May we send it?

SIMMONS-BOARDMAN PUBLISHING COMPANY
New York Chicago Cleveland

Members Audit Bureau of Circulations

Use May 22d

"Immediate National Publicity"

Have copy in New York by May 13th. Within four days we begin mailing and within ten days we are working for you in every city in the United States.

In each month of 1915 The Digest shows an increase over 1914. The circulation in May (380,000 copies) is 40,000 more than it was in January and 15,000 more than it was in April.

The Digest has been a great advertising medium for years and we say with confidence this is its greatest year.

Within ten days we receive copy, print it and bring a reply.

The Literary Digest

380,000 Circulation (May 1915)

315,000 Guaranteed

65,000 Surplus

\$1.75 per line until September 18th, 1915

\$2.00 per line after September 18th, 1915

Careful Experiments Showed Right Way to Market "Knocked-down" Greenhouses

Seven Years' Advertising Makes Possible Discarding Some Methods Necessary at First.

ABOUT twenty-five years ago William S. Bodley was city editor of the New York *World*, and later Sunday editor of the New York *Herald*. To-day he is a successful advertiser, spending a good many thousand dollars a year as president and treasurer of the Sunlight Double Glass Sash Company, of Louisville. He thinks there is a connection between being a good newspaper man and a good mail-order advertiser.

"Although my agency designs the lay-out of my ads," he said recently, "I have always written most of the copy myself, for the reason that I believe I know more about it than anybody else. I don't object to editing, but I want to put the meat of the matter into the copy myself."

A recent full-page ad pulled 1,500 inquiries for the company, so that it seems to be evident that Mr. Bodley's newspaper training was not in vain.

HOME-MADE INVENTION PUT TO WORK

Selling greenhouses and a patented sash by mail is, on the face of it, a difficult proposition. Although the seed houses, which do a good deal of advertising, have sold equipment of this kind for a long time, the Sunlight company was the pioneer in the mail-order advertising business in this particular line. The concern has been in business since 1907, advertising consistently all of that time. The product which it markets is a double-glass sash, which, by means of the insulation of air which is provided, protects the plants beneath more completely than is possible in any other way. Mr. Bodley invented it while gardening, after he had retired from newspaper work because of impaired

health, and after using it for four years, he began to market it.

"Mediums, not copy, form the big problem of advertising for me," said Mr. Bodley recently in discussing his proposition. "My cost of inquiries and orders has been steadily diminishing, as I have located the profitable mediums and dropped the unprofitable. Papers which seemed 'made to order' for my business panned out badly, while in some cases rather unpromising mediums produced from the start. One paper with a very small circulation has, in proportion to cost of space, been the most successful in getting orders of any that I have ever used. Some papers do better, in proportion, with large copy than small.

"I never run less than a quarter-page in a certain publication, and usually use three full pages a year in that paper. Other mediums seem to do just as well with small copy as large, because increasing the size of the space does not increase the number of inquiries proportionately."

The company slowed up its advertising only slightly when the war started, and kept its campaign going right along. It found that from October until the end of December the number of inquiries was about normal, but that the percentage of orders fell off materially. Now, Mr. Bodley reports, the proportion of orders developed from inquiries has risen again, showing, in his opinion, that people have recovered their confidence. The volume of business booked is now running ahead of 1914.

Although the general argument of the company has become rather familiar to the public by this time, as it has been advertising for over seven years, the basic idea of the

THE AYER & SON ADVERTISEMENT

(Continued)

Her people have had time to educate and refine themselves, and now that they are keenly imbued with the progressive spirit of the times, she is a force to be reckoned with.

As a demonstration of what a Georgian can do in a business way, consider Asa G. Candler, of Atlanta, whose "Coca Cola" has become a national beverage and who is one of the largest and most progressive of present-day advertisers.

Starting with a formula, for which he paid only a few dollars, he has amassed an immense fortune and contributed more than any other one man to the splendid growth of his home city.

Atlanta is thoroughly metropolitan, "the New York of the South," a beautiful, bustling, progressive city, where live some of the finest people on earth. In her people there is a blending of fine Southern ideals of living with splendid business energy, and her continued growth in commercial and industrial importance is assured.

There are large cotton mills in Georgia, and their production of sheetings and toweling and fancy woven fabrics is great and constantly growing. In cotton duck her output far exceeds that of Massachusetts. In coarse yarns she leads the country. Georgia has great resources and opportunities in lumber, and her fruits and vegetables are famous. Just the thought of a Georgia peach or watermelon sets a northern mouth to watering.

She offers fine inducements to foreign industries; waterpower in great volume, good transportation facilities, adequate labor; and in Savannah she has one of the

most important South Atlantic seaports.

The newspapers of a State are great factors in its progress. In this particular Georgia is especially blessed. Almost all of her important cities boast newspapers whose fame is country-wide and which editorially, advertisingly and from a news standpoint rank in the first class.

Old and distinguished educational institutions are another of Georgia's riches. Wesleyan Female College, lifting her venerable towers over the central city of Macon and echoing the bells of Mercer University at the other end of the city; the State University and Lucy Cobb Institute in Athens; Agnes Scott and the Georgia School of Technology in Atlanta—these and many other schools and colleges of the first rank which Georgia boasts, deserve a wider appreciation by the country at large.

These select schools in this highly refined atmosphere should draw their scholarships from the country at large. Advertising can do much toward nationalizing the reputation of these institutions, and N. W. Ayer & Son are the chief advertisers of the country's schools.

In her industrial progress Georgia business men are rapidly reaching the advertising stage. Their growth demands a wider market. In seeking for new trade outlets the manufacturers of Georgia will do wisely to enlist the assistance of Advertising Headquarters. We have helped in the building of some of the greatest businesses in the South and are confident of our ability to do the same with others.

N. W. AYER & SON
PHILADELPHIA

NEW YORK BOSTON CHICAGO

Facts About Georgia, the South, and Dixie's Greatest Farm Paper

Georgia's corn production amounts to \$47,000,000 yearly; dairy and beef cattle—\$20,965,000; cotton and cotton seed—\$147,000,000.

Circulation by States of the Southern Ruralist:

Georgia	45,599
Florida	16,366
Alabama	35,888
Mississippi	28,296
Louisiana	14,030
Texas	28,957
S. Carolina	21,317
N. Carolina	33,147
Tennessee	8,728
Virginia	10,531
Arkansas	8,757
Oklahoma	4,445
Kentucky	2,487
Miscellaneous	1,919
Total	262,467

**Advertising Rate:
One Dollar Per
Line Flat**

There are 22,000 automobiles in the State of Georgia, 60% of which are owned by farmers.

There are 73,538 automobiles in the State of Texas, and it is estimated that 50,000 are owned by farmers.

Alabama's total live stock is worth \$85,219,000.

Mississippi's corn crop in 1913 was 63,000,000 bushels,—more than double that of three years before.

Louisiana produces about 90% of all the cane sugar made in the United States.

North Carolina improved farm lands and farm buildings are valued at \$456,564,095.

These are just a very few facts taken from our new booklet, "The Largest Single Industry in the United States." We believe this to be the most valuable data ever compiled for national advertisers and advertising agents, showing actual conditions in any

one section of the country.

There is a free copy waiting for every man interested in national advertising. Send for yours *now*.

The Southern Ruralist

L. D. Hicks, Advertising Manager

Atlanta, Ga.

CHICAGO OFFICE	NEW YORK OFFICE	ST. LOUIS OFFICE
J. C. Billingslea	A. H. Billingslea	A. D. McKinney
Advertising Bldg.	1 Madison Avenue	3rd Nat. Bank Bldg.

the company. For instance, "Some Hints for Amateurs" describes cold frames, hot beds, location of frames, etc., and gives some "things to remember" that a good many amateurs probably read carefully and prayerfully, including such sentences as these: "Cabbage plants can stand a freezing temperature; but tomatoes begin to shiver at 40 degrees."

A perforated order sheet is bound into the catalogue, while the price-list is a four-page yellow sheet, which is enclosed, but not bound, with the catalogue. In this way the matter of permanent value may be used indefinitely, while changing quotations on the goods may be indicated without the necessity of reprinting the entire catalogue. An interesting use of strong testimonials is made by running them, printed in red, as inserts which stick out from the pages of black type in a very effective style.

PROOF THAT THE COUPON IS WORTH WHILE

A great many inquiries for catalogues and information come through the coupons which are used in connection with practically all of the large ads of the company. Mr. Bodley believes that the coupons are worth while, but, on the other hand, he has discovered an interesting fact which not all advertisers may be familiar with. It is that many people who see the announcement, "Send coupon for our valuable catalogue," believe that it is necessary to use the coupon in order to get it. This is indicated by the fact that frequently people write in, stating that they would like to have the catalogue, but dislike to mutilate their magazine, and hope that it will be sent in spite of failure to comply with the rules and regulations.

Prospects are persistently followed up by the Sunlight Double-Glass Sash Company; in fact, 25 per cent of the entire appropriation is used for this work. A card system is very carefully operated, and prospects are followed systematically for at least three years. Even after that they are included

in big circularization plans, and often results show that leads which had been abandoned were still productive.

"A few weeks ago," Mr. Bodley said, "we got an order from a prospect whose inquiry we had received five years before. We knew it was that old, because it was enclosed in one of our addressed envelopes, which we had sent out at that time. We change the color of our return envelopes every year, so as to indicate the age of the prospect, and in this case an envelope which had not been used since 1909 contained the order which was sent in."

Mr. Bodley emphasizes the fact that formal matter used for follow-up work can be largely overdone, and that personal letters should be used when there is the least excuse for it.

"A large percentage of the matter which is sent out in answer to inquiries developed by our advertising," he said, "consists of personal letters. If there is any opening whatever for a personal letter, we make use of it. The plan of shooting out 'Exhibit A' or 'Form Letter No. 23' to the prospect, without considering whether he does not require and deserves personal handling, is a very poor one from the standpoint of results. A personal letter usually leads to further openings, and after that you can almost count on getting the business that you want."

A striking feature of the advertisements of the company has been the reproduction of illustrations of the sash in use. The method used for getting these pictures is exceedingly simple and equally effective. Occasionally the company offers prizes, consisting of the sash itself, to users sending in the best pictures of their installations, and the result is that splendid photographs, well adapted for advertising purposes, are secured without difficulty. The value of the prizes usually is \$15, and while this is awarded for the best pictures, the company usually gives something of value to others who send in available photos.

The Sound Value of Words in Advertising

By Percy Waxman

ONCE upon a time there was an old man who was exceedingly short-sighted. He could not read the plainest, biggest type. One evening he received a letter from his son at college. It arrived at dusk. There was no one at home to read it to him. So he stood at his gate and resolved to ask the first passerby to do the honors. In a moment or two he heard footsteps. A stranger approached. The old man stopped him.

"Excuse me, sir," he said. "But would you mind reading this letter for me? It is from my boy at college and I cannot see to read it."

"HOW DOES IT SOUND?" AN IMPORTANT QUESTION

The stranger took the letter grudgingly, explaining that he was in a great hurry. He started reading in a very gruff, jerky, unpleasant voice, running all the words together in his impatience: "Dear Father:

"Everything is going along nicely, but I wish you would send along a little currency——"

He got no further, for at this point the old man snatched the letter out of his hand and exclaimed: "Isn't that just like him, always asking for money?" Before he could recover his composure the stranger was gone. And then the old man wondered what the rest of the letter contained. Perhaps his boy was ill. Perhaps he needed the money for something urgent, etc., etc. He worked himself into a terrible state of mind trying to imagine what the letter was all about. He concluded to wait and ask the next man who passed to read the letter for him. Soon after a young clergyman came along who had lots of time on his hands. The old man asked him to read the letter. He consented graciously and began in the dulcet strains of a practised preacher. He gave full value and

correct emphasis to each word. He read something like this:

"Dear Father:

"Ev-ery-thing is go-ing on nice-ly, but I wish you would send along a lit-tle curr-ency——"

When he got down to the same point the first man had reached, the old man smiled and said: "Why, certainly he can have it. When he asks like *that* he can have anything he wants."

There is a splendid object-lesson for copy writers in this story. For, while we all recognize that the first thing needed is to have our ads read, too often we forget that a great deal depends on *how* they read. Every now and then we need to be reminded that the printed word is, after all, only a substitute for the spoken word, and the way an advertisement *sounds* is just as important as the way it *looks*. Too few people, alas! read ads the way the young clergyman read the letter to the old man. For instance, how do you read ads?

Do *you* read with your eyes or with your ears? No, there is no catch to it. When you read an advertisement, not written by yourself, do the words have different sound values? Do you instinctively emphasize here and there? Or do you give all the words the same inflection? Most people read badly, anyhow, even when they read aloud, and when they read advertisements they do not emphasize at all. They read in a flat monotone, entirely without expression. Consider what this may mean to an advertisement when you realize that many words lose their "sales value" if not emphasized.

Our problem in writing copy is to select words which emphasize themselves when we wish to be particularly impressive. We must try to exact as little mental effort from the reader as possible. If we can employ language which

Some Interesting Facts About Boston and New England

Metropolitan Boston has a population of more than 1,500,000.

Within 25 miles of the State House, the center of Boston, there is a population of over 2,000,000.

Within 50 miles of the State House there is a population of practically 3,500,000. This, after New York, is the greatest population in a 50-mile circle in the United States. Within 50 miles of their centers Philadelphia and Chicago have each less than 3,000,000 population.

The population of the New England States all tributary to Boston, constitutes 7.12 per cent. of the total population of the United States.

Boston and its adjacent trading territory stands first in per capita wages, first in per capita wealth, last in the proportion of citizens not speaking English.

The Boston Evening American now has a net paid circulation of over 400,000 per day. The Boston Sunday American now has a net paid circulation of over 335,000.

Through the American, with its home-going evening and Sunday circulation, you can reach a closely knit group of educated people who spend for the luxuries as well as the necessities of life more than \$18,000,000 per week and who have to draw on in savings and other banks more than \$278,000,000.

These people will buy your goods if you persistently show them why they would find it profitable so to do. You can not reach any large part of these people except through the Boston American, their home newspaper.



Evening and Sunday

New England's Greatest Home Newspaper

80 Summer Street

New York Office
1789 Broadway

- - -

Chicago Office
504 Hearst Bldg.

Boston

makes the reader read with his ears as well as his eyes, we have gone a long way toward "putting our message across" successfully. In writing copy it is our troublesome duty, therefore, to search for the "perfect" words as diligently as a genuine honest-to-goodness poet.

I will never forget the first piece of copy I ever wrote. I thought it was fine. As I read and reread it, it seemed to me that it would prove irresistible to anyone who saw it in a magazine. Alas! it did not get that far. I took my precious piece of writing to the man who was head of the copy department. I put it in front of him and sat back waiting for the applause. It did not come. Instead of the expected *banzais*, he handed it back to me in silence with a curious expression on his face. My eyes showed the surprise I felt.

"Don't you think it is good?" said I.

"No," he replied. "Just let me read it to you."

And then he began. He did not read it in anything like the manner in which I would have read it. He intoned it. He chanted it. My masterpiece in his mouth sounded like the somnolent phrasing of a sleepy hymn. He pitched his voice in one monotonous key all the while. When he had finished he turned to me and said:

"Now, if you had read it you would have put a lot of enthusiastic inflection just where you wanted it. You would have emphasized every adjective in a most convincing way. The tones of your voice would have given a value to the words which the words themselves do not possess. People do not read advertisements like that. They read them in very much the same way that I read just now. You must aim to use words which will be given their full value instinctively by the reader. You must use words that demand emphasis. Do not expect the reader to add anything of his own to your words. He won't do it. The average reader reads an ad with his eyes only, and if he were asked to read aloud, his tones

would sound like those of a child reciting from his primer."

I have tested the truth of this dozens of times. I have asked unsuspecting lay persons to read aloud certain advertisements selected for them. They have almost always read in a monotonous sing-songy voice, and when they have varied the inflection or laid stress it has seldom been where the fond creator of the ad desired it. The average man (not connected with the advertising business) will read an account of an earthquake, a ball game or a society function in very much the same tone *if the matter he is reading is unfamiliar*. The unhappy copy writer who has not taken this general elocutionary lack into consideration is sometimes at a loss to understand why his best efforts do not get over. It is always a good plan to have some honey-souled friend read our copy aloud to us before publication. Then we can note which words carry conviction and which do not. Often and often what we have written *looks* fine and sounds "something else yet again." Oh, if only *we* could read our ads aloud to people instead of just printing them!

Newspaper Copy Advertised in Magazine

The Chalmers Motor Company, of Detroit, has recently issued a double-page advertisement whose whole purpose is to call attention to its local newspaper advertising, directly reversing the process for binding the two together which is sometimes followed. "Follow the Procession to your Local Chalmers Dealer" is the heading of the advertisement. Below are ten small electros of the series of highly illustrated and easily recognizable Chalmers newspaper ads. The copy calls the attention of the reader to the series of "personal messages" from the Chalmers company appearing in his local paper, and leads him into a short résumé of the copy of each small ad, getting across not only the main message to look for the Chalmers advertising in the newspapers, but the ten small arguments for Chalmers cars also.

Corbett Leaves Detroit "Journal"

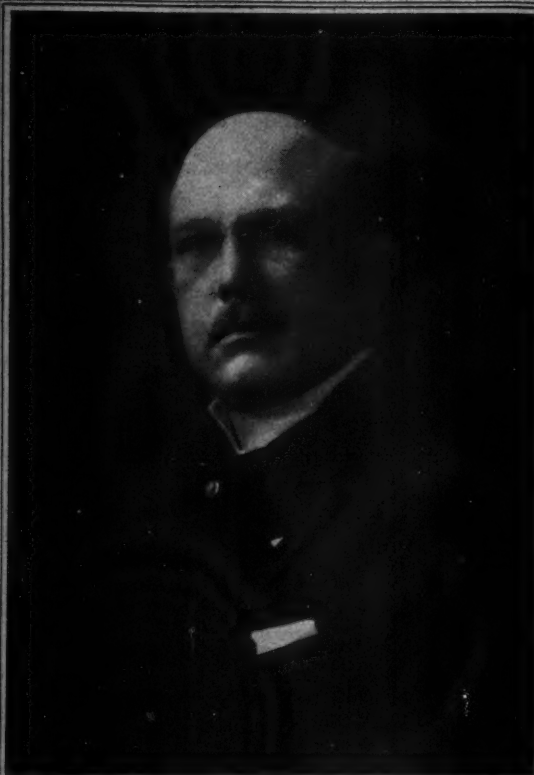
Walter Corbett has discontinued his work with the Detroit *Journal*, and is devoting his entire time to commercial art and poster designing.



"I HAVE, WITH FEW EXCEPTIONS, READ EVERY NUMBER OF SYSTEM, THE MAGAZINE OF BUSINESS, THAT HAS EVER BEEN PUBLISHED, AND I ALWAYS FIND IT HELPFUL IN MY WORK—I HAVE SECURED MANY WORKABLE SUGGESTIONS THAT HAVE BEEN OF PARTICULAR USEFULNESS TO ME.

"THE CHARACTERISTIC THAT I WOULD COMMEND MOST ABOUT SYSTEM IS THAT IT MAKES THE CONSTANT EVOLUTION OF BUSINESS INTERESTING. IN OTHER WORDS, IT TALKS ABOUT MEN IN THEIR RELATION TO METHODS, INSTEAD OF EMPHASIZING THE MERE METHOD, WHICH TOO FREQUENTLY TAKES ACCOUNT OF THE LETTER AND NOT THE SPIRIT OF THE PERFORMANCE, AND THE LETTER IS NEVER INTERESTING TO MANY OF US UNLESS IT IS HUMANIZED."

Esther Lewis



BUILDERS *of* AMERICAN BUSINESS

E. ST. ELMO LEWIS

**VICE-PRESIDENT AND GENERAL MANAGER OF THE
ART METAL CONSTRUCTION COMPANY**

NUMBER XXV in the series of portraits of readers of *SYSTEM*

Bankers' Attitude Toward Advertising Changing

"I WAS talking the other day to a prominent banker," said Wm. Woodhead, president of the A. A. C. W., to the Chicago Association of Commerce last week Wednesday, "and he told me that his bank had made an arrangement with a big advertising agency to investigate and report on a manufacturer's distribution before it loaned him money. The banker had completely changed his attitude toward advertising, and instead of regarding it unfavorably, recognized that it was one of the vital factors of successful business. And this banker was not alone. In my trips over the country I notice on every hand evidence of this changing sentiment. It is striking evidence of what organized advertising — believable advertising—is doing for business."

"Still another earmark of the new order of things is the use of the big public-service corporations are making of advertising in creating a better understanding with the public. A short time ago I read an advertisement of the San Francisco Gas and Electric Company which was an invitation to 'learn how to read your meter.' 'Come in, we will show you how,' urged the copy, 'we want you to know, so that you can be able to check your bills.' There was an appeal to the imagination. The 'meter working while you sleep' has been one of our standing jokes for a generation."

"There was never a time when so many persons were trying in so many ways to make things better, and this desire for better things means much to the man with a business, which deserves to succeed. No business ever amounted to anything until some man back of it established an ideal and set out to obtain it. And that is the truth about the Associated Advertising Clubs—it did not amount to a hill of beans until some man established an ideal and

set out to obtain it. And we are obtaining it because we have gained the respect, the confidence, and the co-operation of the public, of the leading newspapers, and of all men who believe in better and more effective advertising; and when we reach Chicago on June 20th we will show a tremendous advance all along the line. We will have the biggest and greatest convention of advertising men ever held anywhere in the world. There will be no less than 10,000 men here from all over the continent, and a few, in spite of the war, from foreign countries. This convention will be the most important because we have reached another climax in the development of our country and our business."

Trade Press to Celebrate 25th Anniversary

The twenty-fifth anniversary of the New York Trade Press Association will be celebrated with a dinner and dance at the McAlpin Hotel, May 18. Members of the Federation of Trade Press Associations throughout the country are invited to attend this dinner, which will mark the great progress the New York association has made in a quarter century. It will be the first Ladies' Night in the history of the association. A reception will be held at 6:30, dinner at 7. The Programme Committee has planned a number of surprises in the way of entertainment, to be given between 8 and 9 o'clock, after which there will be general dancing. The price of tickets will be \$2.50 each. Applications should be sent to S. T. Henry, secretary New York Trade Press Association, 239 West Thirty-ninth Street, New York.

Cincinnati at the Chicago Convention

The Cincinnati Advertisers' Club will be much in evidence at the Chicago convention. Among the "stunts" is a gathering of Cincinnatians to take part in the parade, composed not only of those who take the trip to Chicago for the convention, but of every Cincinnati concern's Chicago representatives, and of all others from Cincinnati who are doing business in Chicago. Automobiles and trucks in Chicago belonging to such concerns and business men will be pressed into service.

Binghamton Agency Appoints General Manager

The Ralph A. Sweet Advertising Agency, of Binghamton, N. Y., has appointed Walter L. Johnson general manager.



Copyrighted
Cover of the
American Sunday
Magazine

The fifth of Harrison's
drawings on the Sixty-one
most popular cover of
an American magazine.

2,250,000

THE AMERICAN SUNDAY

220 Fifth Avenue, New York

Charles S. Hart, Editor

Why?

It carries more advertising per issue than has ever before gone into any periodical of its type—and the lineage is growing.

It consistently carries more advertising in proportion to its size than any other regular periodical published.

It carries more of the business of certain prominent national advertisers than any other single magazine—and these are advertisers who are exceptionally analytical in their selection of space and their checking of results.

Because—

It has the distribution—in territories where most advertised products are most heavily distributed—most other magazines most lightly.

It has the appeal—buying irrespective of cost, the most popular artists and writers of the day—those proved to have the maximum following among the great mass of American readers.

It has the circulation—2,000,000 to 2,250,000 proved and guaranteed.

of Harriet's great
in the Sixties—one of the
earliest ever run by
American magazine.

2,250,000 Circulation

NDY MONTHLY MAGAZINE

S. Hart, Advertising Manager

911 Hearst Building, Chicago

A Sure Test For Pulling Power

ADVERTISING pays in proportion to the percentage of a medium's "ad-readers". A positive indication of this very desirable quality is the percentage of "must-pay" business it carries.

Popular Mechanics Magazine is pardonably proud of the great volume of classified, keyed and coupon advertising which it carries month after month. It is facial evidence of an unusually high percentage of home "ad-readers", for Popular Mechanics Magazine is not technical. You will find it on the library tables of the best families.

**POPULAR
MECHANICS**
MAGAZINE
WRITTEN SO YOU CAN UNDERSTAND IT

6 N. Michigan Ave., CHICAGO

When Abandoned Trade-marks May Be Used Again

Stories of Some Abandonments Show Caution Is Necessary in Adopting Them

A NUMBER of prominent manufacturers and advertisers have, for years past, been urging that the United States should have laws that would compel owners of trade-marks to give indication at periodic intervals of the continuity of use of the trade-marks registered in their names.

These advocates say that for their part they are perfectly willing to give proof now and then that the trade-marks they hold are "live and active," and that if the other fellow were but compelled to do likewise it would put an end to that confusion relative to abandoned trade-marks that is now something of a bugbear in the manufacturing and merchandising field.

As matters stand there is absolutely no way of making sure that a trade-mark has been abandoned unless one gets formal acknowledgment in writing from the owner to the effect that its use has been definitely discontinued. And yet, as a matter of fact, there are in the United States hundreds and thousands of abandoned trade-marks.

Some of them would be appropriated gladly by manufacturers if they but knew that they were free to take possession, and in other cases the abandonment, if it could be definitely and legally established, would conduce to the peace of mind of manufacturers making use of marks so similar that they imagine all the while that confusion in the trade may result.

PERIODIC REPORTS ON USE OF TRADE-MARKS

It cannot be said in all candor that there is any immediate prospect of inducing the Congress of the United States to place on the statute-books a measure that would compel every trade-mark owner to indicate at the end of specific periods—say at intervals

of two or three or five years—whether or not he continued the use of his allotted mark in trade. However, it is pointed out that most foreign countries have some such legislative provision. Furthermore, it would afford means, and, seemingly, the only means, whereby business men might avoid the tedious and costly legal tangles that grow out of controversies as to supposedly abandoned trade-marks.

Before citing for object-lesson purposes the cases of some trade-marks that have been abandoned or have been erroneously supposed to have been abandoned, to somebody's sorrow, it may be permissible to emphasize the fact that there is a deal of difference between the abandonment of a trade-mark and the abandonment of the application for the registration of a trade-mark in the United States Patent Office. In the case of the latter the officials of the Trade-Mark Division are not only cognizant of the abandonment, but in most instances they are conversant with the circumstances in the case, with the result that no injustice is likely to be done.

For instance, if a manufacturer has abandoned a trade-mark application because in the meantime he has hit upon the idea for a better trade-mark in the form of an elaboration of his original design, there is scant danger that the Patent Office officials, knowing these facts, would allow another party to jump in and appropriate the original idea. With respect, however, to the abandonment of a duly accredited trade-mark—say discontinuance of the use of a registered mark—the situation is entirely different.

In such circumstances there is no obligation upon a registrant to notify the Patent Office that he has ceased permanently to use his mark, and consequently the officials at Washington are in no

position to advise an inquirer as to the status of a trade-mark during the twenty-year period of its registration.

ABANDONMENT CASES IN SUPREME COURT

The whole subject of trade-mark abandonment takes on an especial interest just now from the fact that the United States Supreme Court is considering cases which raise the acute point as to just when a trade-mark may be construed to have been abandoned. The cases before the nation's highest tribunal are commonly referred to as the Hanover Star Milling Company cases and have already been discussed at some length in *PRINTERS' INK*. The specific issue involved is whether the abandonment of a trade-mark can be found if not supported by proof of a clear intention of the owner entirely to discontinue its use.

In the case of the Jaysee Corset Company, the United States District Court in New York decided, a few years ago, that a trustee in bankruptcy who closes out the business of the bankrupt and sells its assets thereby extinguishes the good will of the business and abandons the trade-mark formerly used in connection therewith, and that, furthermore, he cannot thereafter convey a title to that trade-mark. In the Entzinger case it was held that it was to be construed as evidence of trade-mark abandonment when a commercial agency had reported that a registrant had gone out of business and when a letter addressed to the registrant was returned unclaimed.

WHAT CONSTITUTES ABANDONMENT OF TRADE-MARK

A very interesting pronouncement on the subject of what constitutes an abandoned trade-mark resulted from a dispute in the courts between the Atlantic Insulated Wire and Cable Company and a German corporation engaged in a somewhat similar line of business. In this case a trade-mark registrant located in a foreign country was called upon to file evidence showing use in this coun-

try. The evidence when forthcoming did not show specifically that the mark had been used on goods sold in the United States, but did show that pamphlets and price-lists of the goods had been distributed in this country. Consequently it was held that the mark could not be said to have been abandoned by the foreign firm.

Reynolds & Reynolds Company only recently won a decision over the J. C. Blair Company in a dispute as to the alleged abandonment of a trade-mark by proving that they had from the time of adoption sold or kept in stock goods thus trade-marked, or had, at least, kept on hand plates for marking paper with the trade-mark. In the New York Supreme Court, two or three years ago, it was held in a controversy between the Waterproofing Company vs. the Hydro-lithic Cement Company that upon the termination of a license given by the owner of a certain patented product, for the use thereof and the use of a trade-name thereon, the licensor could resume the use of the trade-name.

On the other hand, in the case of the McGraw Tire and Rubber Company vs. Griffith, with respect to the use of the trade-mark "Imperial" on tires, it was held by the United States Circuit Court in New York, in 1911, that any prior rights to the word "Imperial" were "abandoned" when the defendant entered into a contract with the complainant for 7,500 tires, all of which bore the complainant's mark and which were accepted by the defendant with no other protest than a suggestion that the complainant should either sell all its tires to defendant or else use another brand for a trade-mark—which suggestion was never followed up.

Any number of court and Patent Office opinions hold that intention to abandon a trade-mark must be shown and that mere non-use of a trade-mark does not establish abandonment. In such cases as *Baglin vs. Cusenier* and *Madame Irene vs. Schweinburg* it has been pointed out that one who contends that a mark has been abandoned must establish that the

Everybody's Magazine Slashes Conventional Advertising Rates

A dollar a page a thousand is the conventional magazine rate. Everybody's Magazine has been guaranteeing 600,000 for \$600. Beginning with the June issue, the rate on Everybody's Magazine is \$450 a page and the guarantee is 500,000. We are putting the guarantee down so that we will not be obliged to strain for circulation. We are putting the price way down to get all the business.

Everybody's at \$450 a page should be compelling.

We shall print 550,000, at least, of the June number. We shall sell, net, 525,000, at least, of the June number. Seventy-five thousand extra circulation on a magazine like Everybody's is some velvet.

This rate takes effect from the last January issue (1915). It means that you are guaranteed an average, monthly, net circulation at a rate of 90c per page per thousand.

ERMAN J. RIDGWAY, *President.*

P. S.—Price-Waterhouse are in the midst of the audit for 1914. We will be ready about May twentieth to return to our 1914 advertisers the difference between our guarantee and what we gave, which according to our figures will be around sixteen per cent. At the same time, we will return to our advertisers for the first five months of 1915, the difference between the \$600 rate and the \$450 rate, which we have made to begin with last January.

original owner of the mark not only discontinued its use, but intended to abandon the mark. In the case, however, of the Levering Coffee Company vs. Merchants Coffee Company it was accounted sufficient proof that "Hygeia" had been abandoned as a trade-mark when the factory stock-book showed that the word "Hygeia" had been written across with the words "High Grade" and "D Rio." When this same coffee case was carried to the Court of Appeals of the District of Columbia, which is, in most instances, a court of last resort for trade-mark controversies, the court held that, although the right in a trade-mark is a property right and intent to abandon must be clearly shown, nevertheless such intent may be inferred when the facts warrant it. An influencing factor in this particular case was found in the circumstance that the firm that originally owned the mark "Hygeia" was shown to have adopted a similar mark, "Hioja," about the time they stopped using the first-mentioned mark.

"CHARTREUSE" AS CASE IN POINT

Perhaps the most discussed of all trade-mark-abandonment cases that have occurred during the past half decade was that which involved the right to the use of the word "Chartreuse" as a trade-mark for cordial. Many readers of PRINTERS' INK will recall that when France, a few years ago, confiscated church property within her borders, the monks of the Carthusian Order went over into Spain and there continued the manufacture of the liqueur for the production of which they had become famous. The liquidator of the French court who took possession of the monastery in France proceeded on the assumption that the well-known trade-mark had been abandoned, but when the monks made a fight for their mark here in the United States the Supreme Court of the United States, in a memorable opinion, held that no intent to abandon the mark could be shown.

Abandonment of an exclusive claim to a trade-mark will be in-

ferred if the holder of the mark does not show reasonable energy in prosecuting interests that encroach upon his rights. This was the attitude of a United States Circuit Court in deciding the case of the Eagle White Lead Company. In this instance a supposed infringer, when warned to cease the use of the word "Eagle" as a mark for white lead, merely called attention to the fact that other brands on the market bore the representation of an eagle, whereupon the original claimant allowed the matter to lapse for eight years, only to make a second protest at the expiration of that time and then mark time for a period of six years before suit was brought.

An ingenious case was that of the Independent Baking Powder Company vs. Boorman, wherein a United States Circuit Court in New Jersey held that a manufacturer of baking powder, in which the acid constituent was alum and which was sold under the name "Solar," lost all rights in his trade-mark by transferring it to a baking powder in which phosphate was substituted for alum.

In some instances the claim has been made that a manufacturer abandoned his trade-mark by making use of the mark as a label before he attempted to register the insignia as a trade-mark. In the case of the G. Heileman Brewing Company vs. the Independent Brewing Company a United States Circuit Court decided that the use of a label prior to registration as a trade-mark does not constitute a publication which invalidates the trade-mark. In another case a Circuit Court ruled that the owner of a trade-mark does not lose his exclusive rights because he places on the label or package with the trade-mark other words and symbols designed to assist in presenting and selling the goods. In the case of the Capewell Horse Nail Company it was held that this manufacturer, having adopted a check mark on a horseshoe nail as a trade-mark, did not lose his right by placing on the boxes of nails so marked another and different mark.

To the Advertiser who can "manage his own business"

YOU believe that your success proves you able to worry along without brilliant advice from outsiders. We're absolutely sure of it.

Our twenty years in the Advertising business have taught us that we're better able to manage this Agency than anybody else. And running this business takes so much of our time that we have none left for running others.

Our service is concentrated on the use of line and letter to sell goods. We're Advertising Agents—not all-around business-magicians. Our whole interest is only a detail in your business.

And that we know that detail thoroughly, know how to match our knowledge with that of others and blend our effort with the bigger energy behind every product we help to sell, is fairly proven by our prosperity.

It involves neither outlay nor obligation to test this for yourself. And you'd probably enjoy talking to us.

The Procter & Collier Co.

Advertising Agents

New York

CINCINNATI

Indianapolis

Member Audit Bureau of Circulation

A GAIN OF 18,839

The Average Net Paid Daily Circulation of

The New York Press

for the Six Months Ending March 31, 1915,
as by the official figures for the U. S. Govern-
ment, was

102,169

For the corresponding period of last year the
average net paid daily circulation was 88,216.

For the last week in April, 1915, the average
net paid Daily Circulation Was

107,055

April net paid gain over average of six-
months period ending March 31, 1915,

4,886

April net paid gain over average of six-
months period ending March 31, 1914,

18,839

Not only have the courts made it clear that if a manufacturer uses one trade-mark on articles and another on the boxes, he does not necessarily "abandon" either mark, but there is also precedent in the experience of the inventor of a compound who used and registered a word as his trade-name only to later introduce his own name in connection with the word originally adopted, likewise registering his name at the Patent Office. In that instance it was held that he was not confined to one form of his trade-name and the fact that he used his own name in connection with the word originally selected could not be construed as indicating an abandonment.

DISUSE DOES NOT MEAN ABANDONMENT

There are some old decisions of the courts that would seem to indicate that long-continued disuse of a trade-mark may work a forfeiture of right, but many latter-day opinions make it clear that temporary disuse cannot safely be construed as an abandonment. There was, for instance, the case of *Nelson vs. J. H. Winchell Company*, which brought forth the opinion that temporary disuse of a trade-mark by the owner during the period of a license to another to use it is not necessarily an abandonment of his rights.

In another case the restriction of the sale of liquor by State law caused temporary suspension of the use of a liquor trade-mark, but this circumstance was not allowed to operate as abandonment of this particular mark. And the incident may have widespread application now that a number of the States of the Union have recently enacted laws curtailing liquor traffic. In the case of the *Apollinaris Company* (with respect to the use of the word "Hunyadi") the United States Supreme Court, some years ago, rendered an opinion which was in effect that an act of trade-mark abandonment by a licensee is not binding on a licensor.

It was in this same case that the Supreme Court pointed out that to establish abandonment not

only acts indicating a practical abandonment, but an actual intent to abandon must be shown. The court held that acts which, unexplained, might be sufficient to establish abandonment, might be proved to have no such significance.

A FAMOUS OPINION

One of the most famous of all opinions ever given in a trade-mark-abandonment case was that in *O'Rourke vs. Central City Soap Company*, which was handed down in the year 1885 in a United States Circuit Court in Michigan, then presided over by the Judge Brown who later was appointed on the United States Supreme Court. The gist of that opinion was that a person cannot appropriate a trade-mark belonging to another without his consent and afterwards acquire a good title by abandonment on the part of the first proprietor—the first proprietor having, perhaps, never known that his trade-mark was being infringed while he was using it.

What renders this particular opinion particularly interesting, aside from the manifest importance of this phase of trade-mark practice, is that in a decision rendered twenty-five years later the Court of Appeals of the District of Columbia refused to be bound by the mandate of the Michigan Court, despite its distinguished author, but instead held that where the owner of a trade-mark abandons it such mark becomes the subject of reappropriation and the property of the first taker. The case which brought forth this epoch-marking opinion was that of the *Mayer Fertilizer & Junk Company vs. Virginia-Carolina Chemical Company*.

In this instance one company had in good faith adopted a trade-mark while it was being used by another concern. Subsequently the first user abandoned the mark and in course of time attempted to assign it to a third party. The Court of Appeals held that use by the second party after abandonment by the first party amounted to a valid appropriation. But, whereas a trade-mark when duly

*"Constant excellence of product—
the highest type of competition"*

If you are getting out a booklet---

the first thing to do is to choose the very best paper your appropriation will allow. You must find a paper that will justify the pains and expense of careful printing. You must find a paper that will give the proper typographical and artistic effects in just the proper way. You must find a paper that will represent you as convincingly and effectively as the highest type of well-dressed, well-groomed, well-mannered salesman. No matter what your requirements may be—provided only that they are high—you will find the finest special paper for your purpose in the five standardized styles of



Warren's

Coated Printing Papers

Cameo-Dull Coated-Silkote-Dullo Enamel

Lustro-Fine Glossy-Cumberland-Glossy

Printone-Imitation Coated

We will gladly send you our portfolio of specimen sheets and jobs. Write for it on your business letterhead.

S. D. Warren & Co. 163 Devonshire Street
Boston, Mass.

*Manufacturers of STANDARDS
in Coated and Uncoated Printing Papers*

If you find any difficulty in getting Warren Papers from your Printer or Paper Dealer, we shall appreciate your kindness if you will report the case to us in detail.

The Speed of the Daily

closely approached, with the fine printing of the weekly and a national reach and influence not provided by the daily newspaper.

The Independent



Presses start Monday evening at six, mailing begins Tuesday, first copies on sale in New York Thursday, three days later. Swift weekly service for the busy reader. Quick action for the Advertiser with a Big New Story to tell. Advertising copy received up to Friday noon.

of the copy. Then came an invitation to the movie "fans" to visit Universal City and see how feature films are made there. An interesting phase of the campaign was the co-operation between the film company and the Santa Fé Railroad.

RAILROAD CO-OPERATES

"Take the Santa Fé to Los Angeles, get off there and run down to Universal City in a few minutes"; "Take the Santa Fé to Los Angeles and a trolley from there"; "Go direct to Los Angeles on the Santa Fé"; are quotations from the advertisements which show the way the railroad was mentioned in the copy. The Santa Fé agreed to do its share by mentioning Universal City in its exposition copy.

Interest in the building of the copy was divided between the Universal stars and the city itself. Bob Leonard and Ella Hall were featured in one of the series; Mary Fuller in another; Billy Ritchie's comedy was exploited and the weeping capacity of Cleo Madison caught the glance in two others of the series.

The pushing of the company's service and of its feature pictures was not overlooked in the exploitation of the city, either. Movie-goers were told to ask their favorite theaters to book Universal films. In planning advertisements to tell the people about a moving-picture city, where one minute there is a German village and the next a South Sea town, an unusual approach was sought.

The readers were taken behind the scenes and told a little about the inside work of making moving pictures. "What's Universal City? Why, it's a moving-picture city—a regular town—two thousand people in it—incorporated under the laws of California—populated only with moving-picture bugs. They all think they're stars. So they are. We're willing."

Some of the advertisements have been called freaks. The company admits the criticisms and declares that they were intended to be different.

"Eat a piece of mince pie and

sleep on your back—and you'll dream of a city like Universal City," states one of the series. "That's the only way to get an idea of the maddest city in the world, unless you come out and see it, and that's what we want you to do," the copy continued.

"Kick a cripple and get a laugh," is the caption which appeared in the advertisement featuring Billy Ritchie, the English comedian. "Come out and see Cleo Madison weep," invites another. "They ain't no place like it nowhere," declares another headline.

The advertisements were successful in the immediate purpose of getting visitors to call at Universal City. When Carl Laemmle, president of the company, formally opened the moving-picture town there were thousands of spectators from all over the country present.

But the big idea behind the series was to let people know of the doings of the Universal company, to put them on friendly terms with the players,—in short to advertise the service in an unusual way.

The general advertising of the company is said to amount to \$200,000 a year now.

Founder of Columbia Graphophone Company Dies

Edward D. Easton, founder and president of the Columbia Graphophone Company, died April 30, aged 59 years. Mr. Easton began his business career as a reporter for a weekly paper in Hackensack, N. J., and then took up stenography. Before he was 30 he was recognized as one of the most expert stenographers in the country. He covered the trial of Guiteau, who murdered President Garfield, and also the famous Star Route trials at Washington. In the latter cases Mr. Easton received a fee of \$50,000, said to be the largest amount ever received for a similar service.

At an early age he became identified with the development of the talking-machine. He organized the Columbia Phonograph Company in 1889, and for years devoted his activities almost solely to its expansion.

The Byron G. Moon Co., Inc., is the name of a new agency in Troy, N. Y., which began operations May 1. Officers are Byron G. Moon, president and treasurer; Kenneth G. Groesbeck, vice-president; Edward Walker, secretary.

"Trading Up" in Toy Advertising

Advertising Skudder Cars as Health-developers Creating Quick Market in Chicago—Toy Manufacturer Points to New Tendencies in Toy Advertising Which Indicate Great Possibilities

THE advertising campaign now being conducted in Chicago newspapers for the Skudder Car, a self-propelling car for small boys, is one of many recent campaigns by toy manufacturers. In the last few years there has been a marked increase of toy advertising, and many firms who were once content to sell their output as best they could have called in the services of competent advertising agencies and launched aggressive consumer campaigns.

In commenting on the reason for this growing tendency, Oscar Bradford, president of the Skudder Company, laid it at the door of better market analysis. "The time is passing," said Mr. Bradford, "when expensive toys will be put on the market that merely amuse. Of course, we will always have toys of that type, but the profitable toy of the future will be the toy that possesses some peculiar educational or health characteristic which can be used as a copy-appeal to the parent. Analyze any successful campaign for toys of later years and you will find that they have been sold for what they do for the child. They develop his mechanical tal-

ent, teach him to think quick, or, as the case with the Skudder Car, help the child to keep healthy.

"These are things that appeal to the parent, and talking points which far overshadow the price of the toy. The American father will gladly spend two, three or even five dollars if you can convince him that you have something that will at once amuse and develop his youngster. This is the new idea in the toy-manufacturing business, and behind it lies the increase that the last few years have seen in toy advertising."

As proof of his deduction Mr. Bradford pointed to his own business. The Skudder Car was not an accidental discovery or a happy thought. The company set out in a deliberate way to find some toy that would prove popular with the children and which possessed the essential talking points that would make advertising to the parents feasible. When the toy was finally produced to meet these specifications it was then a simple matter to advertise it effectively.

"Although our advertising has only begun," said Mr. Bradford, "we have been more than satisfied with the quick response it has developed. We are using the local papers here to stock Chicago dealers, and de-

pending on the toy trade-papers and the magazines to take care of out-of-town trade. As distribution is established we shall, of course, add mediums."

Mr. Bradford sees a great future for advertised toys. The results from his advertising convince



Help your boys and girls to robust health

Get them a

Skudder Car

Every active boy wants some good way to "go fast" without too much work.

Boys and girls everywhere are enthusiastic about the Skudder Car. It goes fast; as fast as they want it to go; and so only the 4-year-old can run it.

Not a push car

The boy stands on the tilting board with both feet, working it up and down like a seesaw. That's what makes the car go. All he needs to do is throw his weight from one foot to the other—natural possible motion—ideal for gradual, normal muscular development; no strain or tiresome work.

Strong and safe

The Skudder Car has an unbreakable steel frame, wire wheels, rubber tires, ball bearings. It is built on the highest bicycle standards, and being low-center, stays on the ground, is safe against accidents.

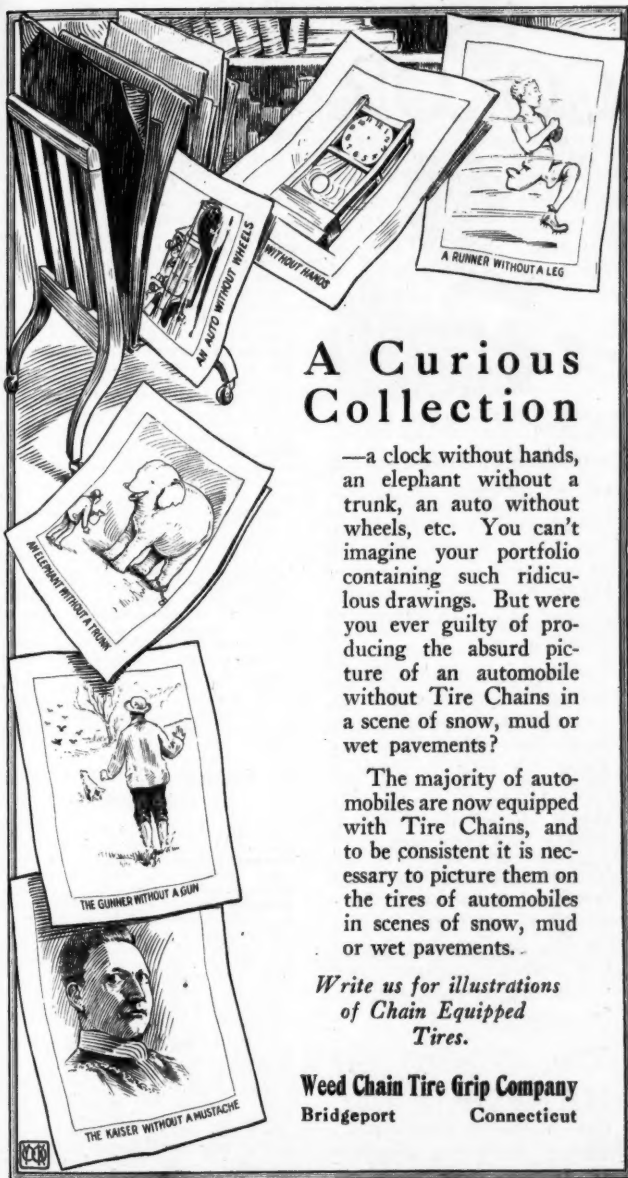
You're interested in the health of your children? Give them the good fast and good motion. Don't forget that the right kind of exercise is especially important. The Skudder Car means to the child what the automobile means to you.

Money-back guarantee

We guarantee the Skudder Car to be satisfactory in every way. Get it at leading stores. Use it 10 days; if not satisfied, write to makers and get your money back. If your dealer doesn't have it, write us direct for circular.

Skudder Company, Stream Bldg., Chicago
All claims covered by patent applications.

COPY IS ADDRESSED TO PARENTS



A Curious Collection

—a clock without hands, an elephant without a trunk, an auto without wheels, etc. You can't imagine your portfolio containing such ridiculous drawings. But were you ever guilty of producing the absurd picture of an automobile without Tire Chains in a scene of snow, mud or wet pavements?

The majority of automobiles are now equipped with Tire Chains, and to be consistent it is necessary to picture them on the tires of automobiles in scenes of snow, mud or wet pavements.

*Write us for illustrations
of Chain Equipped
Tires.*

Weed Chain Tire Grip Company
Bridgeport Connecticut

A bit of COLOR



Arouses Interest

(Note—The rattle is supposed to be red.)

Black and White faithfully represents *some* subjects, but, the realistic way to show most *commercial* objects, as they actually appear, is by illustration in color.

Catalogs and other Direct Advertising literature with pictorial covers in full color, make *favorable first impressions*. Your product illustrated in its natural colors adds a truth-telling quality that convinces.

We are co-operating successfully with many National advertisers — write us you are interested and we will demonstrate our work and what it can do for you.

**The MUNRO and
HARFORD CO.**

Lithographers & Color Printers
416-422 WEST 33d STREET
NEW YORK

him that the surface has not even been scratched, and that any toy having merit and points which appeal to the parent can, with the right kind of advertising, be put across quickly and profitably.

The Will of William R. Nelson

The will of the late William R. Nelson, publisher and editor of the Kansas City, Mo., *Star*, which was recently admitted to probate in Kansas City, directs the sale of that newspaper, "if at the time when the property shall come into the hands of the university trustees the estate owns and is publishing a newspaper or newspapers. The trustees must sell the newspaper as soon as this can be done without sacrifice," not later than two years from the death of Mr. Nelson's wife and daughter. The instrument makes the widow, and Mrs. Laura Nelson Kirkwood, their daughter, trustee for life of the greater part of the property. A farm of 1,750 acres in Jackson county is set aside for thirty years to be a model farm for the purpose of instructing neighbors in stock-raising and farming. Property "of a reasonable value of \$1,000,000" is to be set aside for each of the children of Mrs. Kirkwood, if any. The residue is to be managed for public purposes in the name of "The William Rockhill Nelson Trust." It is provided that the net income "shall be used and expended for the purchase of works and reproductions of works of fine arts, such as paintings, engravings, sculptures, tapestries, and rare books, the purpose being to procure in this manner works which will contribute to the enjoyment of the public generally, but are not usually provided for by public funds."

To Manage Laundry Machinery Advertising

M. M. Hunting, of Cincinnati, has been made advertising manager of the American Laundry Machinery Company, of that city. Mr. Hunting has been engaged in independent advertising work for the past year, and before that was advertising manager of the Incandescent Light & Stove Company, of Cincinnati, and advertising and sales manager of the Apple Electric Company, of Dayton, Ohio.

Changes in Southern Agency

L. E. Stockard, Louisville, manager of the Massengale Advertising Agency, of Atlanta, and W. B. Greenlaw, Jr., of the Greenlaw Agency, of Memphis, have purchased an interest in the Thomas E. Basham Company, of Louisville. The officers of the Basham Agency now are Thomas E. Basham, president; L. E. Stockard, vice-president; W. B. Greenlaw, secretary, and F. M. Turner, treasurer.

All Advertising Out of Brooklyn Cars

If there is anyone still of the opinion that advertisements are not read, he should have been a patron of the Brooklyn Rapid Transit on the morning of May 1. From every elevated train, from every surface car of the entire system, all the advertising cards had been removed during the night. The posters on every station platform had been blotted out by a broad sheet of white paper pasted the full length of the boards. All of the metal signs on the step-risers of the platforms had been removed. Every vending machine was sealed, every newspaper stand was closed.

The chief topic of conversation in Brooklyn was the disappearance of the advertising, and speculation upon the cause of it. Shortly after the offices of PRINTERS' INK opened, inquiries began to come in over the telephone, and they continued in a steady stream all day long.

The unusual situation was occasioned by the expiration of the advertising contracts held with the railroad by the Intercity Car Advertising Company, which has controlled the Brooklyn privileges for a number of years. The Intercity company is controlled by Ward & Gow. The contract had not been renewed and promptly at midnight of April 30 the railroad officials sent out gangs of men to remove all advertising.

According to Artemas Ward, of Ward & Gow, his company was "willing to accept a renewal of our existing contracts upon the present terms and upon the rentals that we are now paying."

Col. T. S. Williams, the railroad's president, had this to say regarding the old contracts:

"Our contracts with the advertising company were entered into about eight years ago. Judging from what we can learn, the value of these privileges, and especially the rentals that are being paid by the same advertising interests and by other advertising concerns in Greater New York, we are receiving a ridiculously inadequate compensation, and with the prospect of the very much larger business which will come with the completion of the new rapid transit lines, the present compensation is still more absurdly low.

"The company operates about 3,000 surface cars and about 928 elevated cars. The present rental covering all these cars is \$217,000. It is said that the Interborough receives \$700,000 to begin with, and the scale is graduated upward, making the total much larger.

"The New York Railways Company gets \$375,000 for its advertising privileges, while the Hudson & Manhattan Railway Company makes \$216,000 from the same sources, although it does not operate nearly as many cars, its gross revenue being \$3,500,000, against the Brooklyn Rapid Transit's \$25,000,000."

Harold A. Stretch, formerly with the New York American and New York Globe, has joined Reuter's Advertising Agency, New York.



More About Syracuse

The average circulation of the SYRACUSE EVENING JOURNAL for the twelve months covered by the last four quarterly reports to the A. B. C. is 40,884 copies daily.

Of this 21,405 are in the city of Syracuse; 13,838 in suburban territory within local trading radius; and 5,641 in the country.

These figures carefully compared indicate that THE JOURNAL leads its evening contemporary by 11½% in city circulation, and by 12% in suburban circulation, but that THE JOURNAL leads the morning paper by more than 43% in city circulation, on a conservative estimate based on the figures as given in the A. B. C. reports. An exact comparison with the morning paper's figures is not possible, because in their A. B. C. statements they do not divide city, suburban and country in compliance with the request of the A. B. C., which the afternoon papers observe.

The EVENING JOURNAL is distinctively a Syracuse newspaper; 88% of its more than 40,000 daily circulation is in the city of Syracuse and in adjacent trading territory.

The SYRACUSE EVENING JOURNAL with its splendid and concentrated circulation, its fair and equitable rate of 6 cents flat per agate line, offers a clean, straight, economical opportunity for trade development along publicity lines in an exceptionally good field.

THE SYRACUSE EVENING JOURNAL

SYRACUSE, N. Y.

THE JOHN BUDD COMPANY

Advertising Representatives

Burrell Bldg., New York; Tribune Bldg., Chicago; Chemical Bldg., St. Louis.

The Answer to Macy's

(Continued from page 6)

reputations of other people to their own ends.

Let me now respond to their paragraph reading: "Mr. Ingersoll has frequently declared in his public utterances that he wanted his watch to be sold at the same price in every part of the United States. On this theory he wishes, by his own declaration, to nullify differences in efficiency in distribution."

The statement is true that we like to have our watches sold at a uniform price everywhere. This, however, does not nullify "differences in efficiency," for the store has all of its general merchandise on which to demonstrate its superiority, if such exists, and it need not handle any line of goods until it chooses to do so.

DISTRIBUTION MAINLY ASSUMED BY THE MANUFACTURER

As applied to standard brands of merchandise, as we have already seen, the labor of distribution is not mainly assumed by the retail store, but by the manufacturer, as is well set forth in Macy's argument, quoted in the second paragraph following, where they say the maker "must not object if the well-established distributors satisfy the demand which he creates," but does not satisfy by having stores of his own. The work of distribution is so largely performed by the manufacturer that in the part remaining to the retailer there is very little room for the play of "differences in efficiency" upon which Macy's rely for the justification of their price-cutting, and there is no difference in the manufacturer's selling efficiency whether his product, selling in response to the demand he has made for it, passes over the counter of one store or another. It is perfectly proper for the store which really creates the market for the goods which it handles to cut prices. If it can sell cheaper than others, well and good, but on merchandise for which the marketing work has been chiefly

performed by the producer, the retail store has no right to cut prices to lend the appearance of underselling on all its goods.

MACY'S STATEMENT OF POLICY

Moreover, it is difficult to relate Macy's claim that their price-cutting is measured by their true ability to undersell, with the following statement of "The Macy Policy" published in a New York newspaper advertisement in 1912: "When, in a moment of desperation, others cut to meet our prices, we (R. H. Macy & Co.) in turn cut again and as often as necessary to sustain the R. H. Macy & Co. reputation for underselling supremacy."

Does this not look as though they were announcing a purpose to sell without regard to cost or profit or true ability to make prices?

Another paragraph of Macy's communication reads: "Mr. Ingersoll says, 'We do not ask anyone to sell our goods.' Although technically true, this is certainly far from the facts from the point of view of a distributor whose mission is to keep that which his patrons demand. If Mr. Ingersoll sees fit to create a demand for his watch and does not supply the machinery for satisfying that demand by establishing his own distributing centers, he must not object if the well-established distributors satisfy the demand which he (Mr. Ingersoll) creates but takes no steps to satisfy."

It is not for Macy's to say whether the steps which a manufacturer shall take to satisfy his demand are to be in the form of opening stores of his own or arranging with stores already in the field.

The fact is that we do not ask anyone to sell our goods who is unwilling to sell them without injury to us. There are plenty of retail establishments willing and glad to supply the demand which we create, with due reference to fair treatment of our good will. There are half a dozen stores within a stone's throw of Macy's selling our goods upon a mutually satisfactory basis. So far as our

THE PRINTING--- STYLE of TYPE and Manner of Your Arranging Book Have Been Very Satisfactory to Us---

<small>H. C. SMITH PRESIDENT</small>	<small>G. H. SMITH V. PRES.</small>	<small>R. B. SMITH SECT. AND TREAS.</small>
SMITH BROS SEED COMPANY <small>(INCORPORATED)</small>		
<small>GRASS SEEDS, GARDEN TOOLS, HARNESSES AND HORSE GOODS Catalogs Mailed FREE</small>	<small>WHOLESALE, RETAIL, AND MAIL ORDER ALSO GROWERS AND IMPORTERS 5-7-9 WATER STREET</small>	<small>DEALERS IN FARM, GARDEN, and FLOWER SEEDS, INCUBATORS, ROOFING AND POULTRY SUPPLIES</small>

Feb. 12th, 1915.

W. B. Conkey Co.,
Hammond, Ind.,

Gentlemen:-

As we have about finished the mailing of our 1915 catalogues, we wish to express to you our satisfaction of the workmanship on these catalogues. The printing, style of type and manner of your arranging book, have been very satisfactory to us. And jumping as we did from 32 to 64 pages, the very striking appearance of this enlarged book is indeed very gratifying to us.

Thanking you for the manner in which this work was handled and trusting arrangements can be made for our 1916 book, we beg to remain,

Very truly yours,

Smith Bros. Seed Co..

H. C. Smith

HCS/EB

Our Hundreds of Pleased Patrons Express Their Satisfaction in Many Ways, But the Most Convincing Proof of the Excellence of CONKEY SERVICE is the Remarkable Percentage of Repeat Customers.

MR. BUYER OF PRINTING—Should you fail to ask for CONKEY'S PROPOSITION on the printing of your next catalog, you'll be doing both yourself and your firm a great injustice.

W. B. Conkey Company

PRINTERS, ELECTROTYPERS & EDITION BOOK BINDERS

General Offices and Works, HAMMOND, INDIANA

The largest Makers of Catalogs & Books in America

good will, represented in the demand to which Macy's refer, is concerned, we are not dependent upon Macy's to satisfy it. They are gratuitously availing themselves of something that belongs to others, because, as I see it, the law has not yet been availed of to protect this form of good will. From the standpoint of public convenience there is no need for them to sell the goods. If they are willing to do so without injury to the good will upon which they trade, very well, but to use the goods to create the impression that they are below the market on all of their wares is utterly unjust.

It is not necessary for each individual manufacturer to "supply the machinery for satisfying their demand by establishing his own distributing centers" when the machinery already exists, and it would be an intolerable burden upon the public and an unwarranted expense to duplicate the existing stores. Furthermore, it is typical of Macy's position that they would preclude manufacturers from becoming general advertisers unless they happened to be possessed of the wealth of the Standard Oil Company and able to open their own stores to distribute single lines of merchandise throughout the United States.

ONE INSTANCE OF THE RESULTS OF CUT PRICES

Another paragraph from Macy's communication reads:

"Mr. Van Briesen states that 'price-cutting injures the manufacturer. When a large store sells an article at a price lower than any other store, then the manufacturer loses the support of the majority of the purchasers.' If this were in any measure true, we fear that Lyon's Tooth Powder, Listerine, A. F. C. Gingham, Pillsbury Flour and a long line of other commodities would have long since been driven out of the market by the lack of support of the majority of purchasers."

On March 13, 1914, Mr. Whitney Lyon appeared before the Judiciary Committee of the House of

Representatives and testified as follows:

The Chairman—What is it you wish to speak about, Mr. Lyon?

Mr. Lyon—The tooth-powder business—Dr. Lyon's Tooth Powder. Mr. Straus made a statement here that our business has been improved by the privilege of price-cutting, or rather the lack of maintenance of prices, but I would like to say we have not found that to be the case. In all the large cities where our goods are sold, where the chain drug stores and the large department stores, are handling our goods, we have suffered a loss. These are actual facts from the man who sells the goods. In the smaller places, where the price can be maintained and which shows the retailer and jobber a fair, living profit, our business has held its own."

If Macy's frankly took the position that they found it advantageous to themselves to cut prices on standard brands, and that they proposed to do it arbitrarily and without respect to its effect upon others or without regard to the rights of others, until prevented by legal process, their explanation would be more intelligible than their attempt at justification. The circumstance of their not having informed themselves of the injustice which their practice inflicts not only upon manufacturers but upon thousands of their smaller fellow tradesmen in no way mitigates the evil they do.

They have for years taken a pronounced position on the price-cutting question. They have spent money defending their position and have demonstrated at law that copyrights and patents are not a sound basis of price-standardization. They undoubtedly felt themselves in the right at the beginning. They are committed to a stand.

It will take courage on both sides and breadth of mind for manufacturers, on the one hand, to acknowledge that they were in the wrong in trying to establish their rights to control resale prices on untenable ground, and that they are under obligation to Ma-

cy's for having driven them to search for the true basis of something that they have known was right but the explanation for which they had not thought out. On the other hand, it will be even more difficult for Macy's to say, "We resisted as long as you based your contentions upon specious ground, but now that you have shown on new principles the justice, soundness and propriety of your position we are in honor bound to respect it." It may take much more litigation—long, painful and expensive—before men's minds will meet, but the truth is there and persistent effort is bound to establish it. The whole issue is yet to be tried, and the proponents of the price-standardization principle are satisfied with the prospect of a proper solution.

Out of 352 members of the American Newspaper Publishers' Association, which held its convention recently in New York, 262 are members of the Audit Bureau of Circulations.

The "Phonographic Ford" Is Announced

Incorporation papers were filed at Albany, April 17, for the Emerson Phonograph Company, New York, which announces its intention to market a ten-cent record under contract with the Pathé Frères Phonograph Company, and to manufacture a phonograph which will sell at the low price of \$3 to the user. The company also announces a combination electrolier and phonograph made to sell at prices ranging from \$50 to \$2,500. According to the company's prospectus, it is the intention to issue monthly statements to stockholders, and in the estimate of the first year's income and expenditures there is the item of \$200,000 for advertising. The president of the company is Victor H. Emerson, who was at one time president of the old United States Phonograph Company and for the past 17 years has been general manager of the record department of the Columbia Phonograph Company. Henry C. Lomb, formerly of the Bausch & Lomb Optical Company, Rochester, N. Y., is also connected with the company.

Stevens & King, Inc., New York and Chicago, have been appointed foreign advertising representatives for the Cincinnati, Ohio, *Commercial Tribune*.

Nothing like it in American homes The All-Family Paper



The Youth's Companion

Railroads Invest Millions in Exhibits at San Francisco Exposition

Some of Preliminary Plans of Railroads Reviewed and Results Sought for Analyzed

By Louis Honig

Of the Honig Advertising Company, San Francisco

THE Panama-Pacific International Exposition is costing a few of the large railway companies upwards of a million dollars in advertising. At any rate it is written off in the books as advertising.

Naturally when such a sum is involved for a specific undertaking that has only a sporadic existence there is more than a passing interest in knowing what are the plans, purposes and *modus operandi* back of this "advertising" indulgence.

In these days of graduated efficiency it is safe to assume that vast quantities of money are not expended by habitual advertisers for exploitation, unless in accordance with a carefully drafted and minutely elaborated plan. And so upon investigation we find that every one of the railway companies participating at the Exposition "campaigned" their exhibits several years in advance. What we see unfolded in their respective shows inside the gates is not half so interesting as the genesis of it. This is the story pregnant with meaning to the advertising world at large.

VARIOUS ENDS SOUGHT AFTER

There are railroads and railroads just as there are peaches and peaches. Some railroads look broadly at the public, others narrowly at the dollar; and as their habitual point of view colors their every action it is no wonder that we have a variety of transportation displays in the International Exposition at San Francisco. In every instance, however, there has been a faithful carrying out in the exhibits of the preconceived advertising idea and purpose.

Among the larger railway companies represented are the South-

ern Pacific, Pennsylvania System, the Santa Fé, the Union Pacific, the Great Northern, the Canadian Pacific, and the Grand Trunk. With the exception of the Pennsylvania road, which has a dominating space in the Palace of Transportation, all have individual buildings, two of them, the Santa Fé and the Union Pacific, being concessions on the "Zone."

PENNSYLVANIA RAILROAD HAS EDUCATIONAL EXHIBIT

In a bulletin issued by the Pennsylvania Railroad System for its employees the following appears: "Make our Exhibit at San Francisco Educational." These were the instructions given by the management of this railroad. This was the reason: Never before in the history of American railroads has it been so imperative that the people understand the railroads and their problems. This railroad wants the people to understand what it is, who it is, who its owners are, who its workers are, what it is doing every day and what it is trying to do."

And with that well-defined ambition in mind the men in charge of the exhibit set out two years ago to concoct material ways and means to accomplish it. The exhibit itself constitutes a splendidly ordered collection of electric locomotives, typical cars, large, accurate models of the Washington and New York stations, and the reproduction of New York City in miniature according to architects' plans and photographs and United States Government surveys.

Besides all these it has the largest topographical map ever made, showing that part of the country from the Great Lakes to Kentucky and Virginia between the



**GOOD
For Putting Greens
GOOD
For Your Lawn**

THIRTEEN out of Philadelphia's 16 Golf Clubs use Alphano on their greens.

The wonderfully quick results on the new Pine Valley course at Sumner, N. J., are credited by the management to the use of Alphano.

Tons and tons of it were used last year in the re-making of the famous Belle Aire courses at Palm Beach.

Its use in the hard bakey clay soil of the Kansas City Hillcrest Country Club course, prompts Mr. D. W. Eaton to write:

"In my opinion the use of Alphano Humus in our putting greens has resulted in a growth of grass and condition of soil which is far superior to results which could have been obtained in any other way.

"We tried on other portions of the course, first grade sheep manure, as well as other fertilizers, and nothing showed the results that the Humus did. I have no hesitation in recommending it as invaluable in the construction of putting greens."

Alphano is odorless. No weed seeds. Results immediate and lasting. Spread on your lawn and rake it in. Fork it around your shrubs. Dig it about your flowers and vegetables. Alphano was first placed on the market ten years ago.



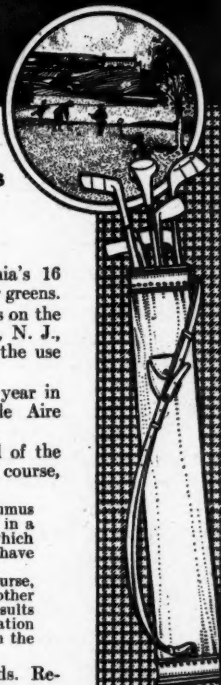
\$12 a ton in bags

\$8 a ton by the carload in bulk

F. O. B. Alphano, N. J.

Alphano Humus Co

17-0 Battery Place, New York City



Pan-American Financial Conference

THE President of the United States has called a Financial Conference of the Pan-American Governments in Washington, during the week of May 24th. The delegates themselves will number three hundred ministers of finance and representative bankers of the South, and they are new enroute to the United States accompanied by counselors, secretaries and members of their families.

It is apparent at this writing that these foreign guests will number more than one thousand. Congress appropriated \$50,000 for their entertainment, and committees are being appointed in the leading cities of the United States to offer them special entertainment. There will be railroad excursions to principal points and a united effort will be made to further the objects of the congress.

THE SOUTH AMERICAN (our English publication) and EL NORTE AMERICAN (our Spanish publication) will take a leading part in the entertainment of the delegates. Our May numbers are in course of preparation, will be placed in the hands of all those at the conference, and will be distributed throughout the com-

mercial centers of the United States, and the Southern republics and dependencies. Complimentary copies will be forwarded to all the governmental officials in all countries and to public men generally, throughout America. *Our June numbers will be souvenir editions covering the results of the conference.*

It is especially appropriate that we should render this service. For several years we have been giving publicity to South American affairs in this country, and have recently inaugurated our Spanish publication, which affords knowledge of the affairs of the United States to the Latins. We are the acknowledged leaders in this propaganda work, and are receiving the cordial support of government officials, of commercial organizations and public men generally.

American business houses keen for valuable orders from the Southern countries, or from visitors from these countries, are invited to be represented in our advertising columns alongside the very largest American concerns who have already made contracts with us.

Further particulars upon request

The South American Publishing Company, Inc.
1 Broadway, New York

Mississippi River and the Atlantic Ocean. This map was made on a scale of two miles to the inch, each city being indicated by an electric globe on which appears its name and population. It took two engineers three months to lay out the proper drawings. The map was shipped in 1,000 odd pieces packed separately.

How attractive the map is to the seeing mind is evidenced by its effect upon Vice-President Marshall during his recent visit to the Exposition. The vice-presidential tour through the exhibit buildings was more or less of an unbroken march. The only object which brought Mr. Marshall to a stop in the Transportation Building was the Pennsylvania map and this he studied several minutes.

THE OMNIPRESENT "MOVIES"

But by far the most interesting feature in the Pennsylvania display is the moving-picture show in a theatre made out of two regular all-steel passenger coaches such as are used on the Pennsylvania System. Here are reeled several times a day the life story—not chronologically, but in cross-section fashion—of the railroad activities of the company and the country through which it runs. A year's time was consumed in getting these pictures. Admission to the theatre is by ticket procured from the manager of the exhibit. In two months 16,000 tickets were presented and it is expected that 100,000 persons will see the Pennsylvania movie show before the close of the Exposition.

And now for the real show in process of evolution. In the spring of 1912 President Moore, of the Panama-Pacific International Exposition, invited the president of the Pennsylvania Railroad System to exhibit in San Francisco in 1915. In October of 1912 Vice-President Atterbury suggested that the company send a committee of three men to the Coast to investigate whether or not it would be advisable for the railroad to participate. Alive to modern business necessities, which base judgment and action on a study of conditional facts, this committee

toured the coast from San Diego to Vancouver, interviewing doctors, lawyers, business men, and just plain citizens. They asked questions and got answers, and it was from this investigation that they were enabled to report lucidly and definitely to their chief.

They found that while the company was favorably known on the Pacific Coast, yet it was not popularly known as a railroad serving fifty-two per cent of the population of the country. Rather was it regarded as a powerful financial institution in which railroading was a side issue.

Here then was the problem, and it was determined to appropriate \$100,000 for a participation that would educate the general public with the intimate railroading service facts of the Pennsylvania System. The Pennsylvania company also felt that it was in a position to do this educational work for all the railroads of the country, and with this breadth of view determining their action they put their exhibit in charge of H. T. Wilkins, one of the most valued men in their passenger department. Knowing what the problem was and what the purpose of the exhibit should be it was up to Mr. Wilkins to plan the details into a co-ordinated scheme. It took two years to instill life into the specifications.

WHAT THE ROAD WILL ACCOMPLISH

"Will you make good on the money spent?" was asked Mr. Wilkins at his desk in the very heart of his exhibit. He replied:

"We will—regardless of whether the Exposition is a success from the attendance standpoint or not. We will 'show' to at least 100,000 interested visitors in our theatre, and that is a real lesson in American railroading service. We are also giving out 300 books a day which are asked for and which will help in the general scheme of education undertaken by the company. At least 150,000 of these books will be put in circulation from this exhibit.

"To cite an instance of the variety of appeal our display has for different persons: The other day

a teacher in a school asked me if I would allow her to give a geography lesson from our great relief map. Of course we had no objection, and the next week she trooped down on our exhibit with thirty girls. I'd like to gamble on the value of that lesson compared with the ordinary geography lesson meted out in school fashion."

SOUTHERN PACIFIC BOOSTS THE COAST

Now let us take another example of railroad Exposition exploitation—the Southern Pacific Company—and see how its advertising department worked out purpose with plan and execution. This company appropriated several hundred thousand dollars a few years ago for this specific budget. After many consultations and conferences a comprehensive plan was proposed and adopted. C. S. Fee, passenger traffic manager of the Southern Pacific Company, is responsible mainly for its presentation and totally for its execution.

"We were confronted with two distinct problems in our Exposition schemes," said Mr. Fee. "The first, what to do to get the tourist and visitor to San Francisco, and then what to do with them when they arrived on the scene. We first entered into a combination with two connecting lines, the Rock Island and the Union Pacific, for joint advertising. With the former we undertook a billboard campaign and made the appeal in the copy lead up to a request for a specially prepared map which we offered to mail free or give away at all our agents' offices. The joint campaign with the Union Pacific was for advertising in the newspapers and magazines with an offer of literature.

"The Southern Pacific Company has seven attractive folders for distribution in answer to inquiries and the Union Pacific a very attractive book, 'California Calls You.' The reader was directed in all the advertising to write to C. S. Fee, Passenger Traffic Manager of the Southern Pacific Company, San Francisco, or Gerrit Fort, Passenger Traffic Manager of the Union Pacific, Omaha.

"The results of these combination campaigns, according to tabulation made several weeks ago, are best expressed in figures. The Southern Pacific Company received 18,000 letters for literature and the Union Pacific 35,000. So far requests for 200,000 maps have been made at the various ticket offices and 200,000 copies of the 'California Calls You' book distributed in response to actual personally delivered requests. This was entirely for business via Missouri River points. We have had an exclusive campaign for the Steamship and Sunset routes, and have distributed several hundred thousand pieces of literature to take care of this business.

"Our plan for the exhibit was another and distinct preparation. We feel that of all the roads in this country the Pacific Coast is the measure of the Southern Pacific System, and we shaped our plans accordingly. We knew that the Expositions in California would attract a continuous flow of visitors, and that our best efforts should be concentrated on their education in everything of vital moment on the Pacific Coast. It is our aim and purpose to make the Pacific Coast known. It is more than that; it is our province. And in disseminating this information we should make provision for a service that will insure the proper education in an assimilable way."

And so with this problem clearly differentiated the Southern Pacific draughtsmen prepared their wonderfully panoramic scenic building which is one of the show places at the Exposition, built in it a moving-picture theatre where a constantly changing programme is run off on reels with accompanying lectures, installed a ticket office and information bureau which serves 1,200 to 1,600 persons daily, and established delightful rest-rooms which are used by streams of strangers all day long.

"We want to have the visitor appreciate what the Coast means and help him to visualize it from San Francisco as its center," said Mr. Fee. "Our Exposition show

WALTER L. JOHNSON
for seven years engaged
in agency work with the John
O. Powers Co., Calkins &
Holden, Street & Finney, Inc.
and the Cheltenham Adver-
tising Service, Inc., New York
City, has been appointed Gen-
eral Manager of this Agency

RALPH · A · SWEET
ADVERTISING AGENCY
Press Building, Binghamton, New York

To Obtain Sure Results from Advertising Use This MASTER KEY



for with it you can gain admittance to over 100,000 Italian Homes.

Are you using it? If not, why not?

In circulation and influence *Il Progresso Italo-Americano* is the leader of the Italian Papers.

It is read by a clientele that all advertisers should reach if considering Italian advertising.

Its circulation is national.

It is the only New York Italian paper member of the Audit Bureau of Circulations.

It is in a class by itself, as shown by the figures given below, same being taken from the circulation statements to Post Office authorities October 1, 1914, and April 1, 1915:

	1914 October 1	1915 April 1	Loss in 6 Months	Gain in 6 Months
Il Progresso Italo-Americano	82,199	98,425		16,226
Second paper - - -	45,004	51,546		6,542
Third paper - - -	34,700	28,000	6,700	
Fourth paper - - -	21,100	17,920	3,180	
Fifth paper - - -	11,400	6,300	5,100	

Il Progresso Italo-Americano has a lead of 46,879 copies over its nearest competitor.

When making up lists be sure *Il Progresso Italo-Americano* is included.

Send for rate card and A. B. C. statements.

IL PROGRESSO ITALO-AMERICANO

Editor and Publisher: CHEV. CARLO BARSOTTI

42 Elm Street

Telephone 3470-1 Worth

New York City

will accomplish its purpose if we can arrest the attention of the stranger within our gates long enough to make the capitalists among them realize what the investment opportunities in this land are, the farmer that it is a good place to invest his labor, the pleasure-seeker that this is the nation's playground, and incidentally to show what the Southern Pacific transportation system is. We think our exhibit is consistent with the purpose that we had in mind in its conception. And we have no doubt about the resultant advertising value. There will be 12,000,000 paid admissions at the gate, and our registry-book shows that we are getting a constant visitation from large numbers daily."

The Santa Fé and the Union Pacific are operating similarly to the Southern Pacific in their efforts to get business over their lines into California, but their view-point in regard to Exposition participation is entirely different. The Pennsylvania Railroad feels that the country needs actual education in railroading processes; the Southern Pacific that the visitor should be enlightened on what is indigenous to the Pacific Coast. Both shoot at a wide mark with a scattering fire that covers the field.

ADVERTISING SCENIC FEATURES OF RAILROADS

Entirely different is the purpose, plan and scope of the Santa Fé's and the Union Pacific's exhibit. They have picked out a single overtopping scenic element and made the exploitation of their entire system focus on that point. That explains why the Santa Fé is on the "Zone," regaling the interested visitor with a gigantic replica of the Grand Canyon, and why the Union Pacific signalizes Yellowstone Park with a faithful reproduction of Old Faithful Inn, and a big relief of the National Park in the foreground. This show is likewise on the "Zone." Admissions are charged for both the "Grand Canyon" and "Yellowstone," 50 cents for the one, 25 cents for the other.

The words "Santa Fé" do not appear on the "Grand Canyon" concession, and only to the initiated is it known that this concession is operated and maintained by the railroad company. You board a train of two open cars and are wheeled electrically through the canyon, which is reproduced with gorgeous coloring and geologic accuracy. Women stationed at different points in the landscape explain the various scenic features at every stop of the train. The entire trip takes about fifteen minutes. As an adjunct there is a reproduced Southwest Indian Village with forty-three Indians to add to the human interest. These two features with a curio shop thrown in make up the Santa Fé Exposition contribution which will cost nearly a third of a million dollars before the Exposition closes.

In formulating its exhibit—for that is what the Santa Fé's show really is—as much gray matter was mixed and used as in the displays of the other railroads. Here is the Grand Canyon, incomparable, wonderful to the eye and mind of man. The Santa Fé "owns" it. It is the only railroad that has access to it. Why not feature it, make the Grand Canyon a mile-post in America's geographical education? That was the question the Santa Fé advertising department answered in determining what its character of participation at the Panama-Pacific should be. Holding a monopoly of access to this nature-wonder they graciously dropped the title of ownership very much like the National Cash Register Company occasionally drops the "National" and talks of cash registers. It is bold, indirect advertising, but its sponsors feel sure it will pay.

The exhibit cost \$312,000. At a 50-cent admission price there will have to be 625,000 paid admissions to get the money back. If the patronage keeps up in present ratios about 300,000 paid admissions will be about what the Santa Fé will get out of the concession in return—\$150,000, leaving more than that amount to be

written off against advertising which is separated in the public eye from the name of its owner.

The Santa Fé's regular Exposition advertising campaign in the newspapers and magazines has been noteworthy in creative worth and results. Requests to the loud tune of 400,000 have been made for their Exposition book which has so far been printed in four editions of 100,000 each. The San Francisco office of the Santa Fé mailed out 40,000 copies alone, exhausting its supply in thirty days.

One not inappreciable bit of value has been derived from the Santa Fé concession, and that is the free publicity that has gone out for the Grand Canyon show on the Zone. Newspapers in all parts of the country have commented on it, picturing and describing its essential features.

SYSTEMATIZED FOLLOW-UP

An interesting phase of the railroads' Exposition publicity campaigns is the follow-up of names secured by inquiries. In every instance, no matter on what road they are, the names received are distributed among the different territorial agencies and there worked upon by the agents. Think of the collective solicitation that has resulted from the initial advertising on billboards, in the newspapers and magazines!

The Great Northern, the Canadian Pacific and the Grand Trunk lines are respectively housed on the Marina in individual buildings with a similarity of design. Each has an individual scheme of arrangement, however, but all have one thing in common—the moving-picture theatre. The Great Northern plays upon its scenic values with colored photographs on glass and to secure native atmosphere has sprinkled a handful of real live Indians on the scene. Colonization is the moving thought in the Canadian Pacific and Grand Trunk's show scheme.

The railroad companies in their proselyting have freely employed the stereopticon and the lecture method of education. but not until this Exposition have they worked

out the scheme on such a sure professional basis. The moving-picture shows they run off daily in their respective theatres are carefully prepared from the showman's point of view. The preparatory work for this phase of demonstration was minutely thorough and the finished productions hold the visitor against the competition of the ballyhoos and the many entrancing diversions in the exhibit palaces. Here regular programmes are printed and handed the visitor and a schedule of showing as to time rigidly adhered to. The "movies" in the double passenger car in the Pennsylvania exhibit give the idea of a moving train, the pictures being what the passengers would see out of the windows of the car as the train speeds along from city to city, over valleys and along the rivers. In pretty nearly every instance these pictures were taken specially for these shows, arranged by professional movie men and reeled with a climactic thought in mind, although no attempt is made to weave romantic fiction into the picture. To really appreciate the proper adjustment of the "movie" to advertising a visit to the transportation pavilions at the Panama-Pacific International Exposition is necessary.

The railroad companies that are part and parcel of the Exposition view their displays only in one light—advertising—and in the size of the original appropriations the Panama-Pacific has called for a larger combined publicity expenditure than for any one concrete event in the history of railroading. No wonder then that two or more years were needed to mold their plans and make actual investigations the foundation of their Exposition campaigns.

In the case of the Pennsylvania road three men toured the country, stopping Tom, Dick and Harry to find out what they thought about the corporation and then building their exhibit upon information gathered in the field. All of which goes to prove that if we are going to get results these days there is a scientific way to go about it.

I offer

BERTHOLD A. BAER

General Manager—Sales Manager—Business Builder

He is my most saleable product, and as a salesman, I suggest an investigation without obligation.

I chance to be a doctor by education, but an early preference set me curing business instead of bodily ills. I practised on unsuspecting employers and succeeded so that I found myself trailed by a growing young reputation.

For eleven years the Lubin Manufacturing Company, of Philadelphia, put its management in my care, and whereas I started with a baby moving picture producer, I left it a million-dollar headliner.

I am not looking to make a job for myself anywhere under the sun. But I am ready to go anywhere under the same luminary where there is a business possible to build to real proportions inside of this lifetime.

Just because the LeGrande Manufacturing Company, of Camden, was worthless in \$s I did not pass up the chance of becoming General Manager. Because there was opportunity for development. One year after I entered we sold out for \$38,000.

The Chas. E. Hires Company made and makes the best Rootbeer. But the business needed gearing up, toning up, speeding up, and for three years as General Manager, I laid the lines that started it on its present rise. I have many letters written by Mr. Hires complimenting me on the "splendid sales increase" which in 1913 amounted to more than 20%.

While I know scientific management, know how to buy, sell and advertise, yet I believe much of the good work has been done just because I could develop men from order-takers to salesmen, and dealers from undertakers to boosters.

The present company of which I am President and General Manager has sold all rights to a giant manufacturing corporation. So I offer Berthold A. Baer in guaranteed perfect condition, top speed, at a price in keeping with the opportunity and not the present salary.

BERTHOLD A. BAER, General Manager

Baer Manufacturing Company

1402 North American Building

Philadelphia, Pa.

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINLEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, MAY 6, 1915

A Definition When PRINTERS' **of** INK, some months ago, gave **Advertising** considerable space in different issues to various definitions of advertising, it may have seemed that the subject was possessed of only academic interest. "Everybody knows what advertising is," we were told, "why encourage so many amateur attempts at framing a definition?" Of course, the wide variety in the definitions submitted showed clearly enough that not quite "everybody" really *knew* what advertising is, but rather that they all knew a number of things that are advertising. Now, we have a very striking illustration of the practicality of the question in the action of the National Commission of the Associated Advertising Clubs of the World, which divided in a vote of 14 to 16 in deciding whether premiums were to be classed as advertising or not.

Fourteen members of the commission voted against the inclusion of premiums on the ground that they represented a method of *selling*, while the majority held,

with numerous State and Federal Courts, that the giving of premium tokens was essentially a method of advertising. So we find that the question of a definition of advertising is not purely academic after all, when a body so representative of advertising men as the National Commission is closely divided on the admission or rejection of a very common method of business promotion. But academic or not, it will do no harm to consider carefully the nature of the thing we are working with.

What is PRINTERS' INK's definition of advertising? It is very doubtful whether a categorical definition can be given, for the reason that advertising will not "stay put," but is continually growing and expanding. The best we can do with it is to follow the lead of the Little Schoolmaster, and base a definition upon the derivation of the word itself: advertising, from the Latin *ad*, meaning "towards," and *verto*, "to turn." Advertising, then, is the process (a public and organized process) whereby human minds are turned towards persons, places or things. We are quite aware that the definition is very broad indeed—but so is advertising, and it is broadening every day. Any less comprehensive definition would shortly have to be altered to fit the growth of the subject.

Breaking Through with the Specialty

The news which filters through from the European battlefields tells, not of advances along the whole line of intrenchments, but of the concentration of forces at particular points, bending back the opposing line in a sharp zig-zag. Such tactics have their parallel in business as well as in war. When competition in a general line is so strong that no headway can be made against it, judicious concentration behind a specialty often results in the capture and retention of important strategic positions.

Everybody will recognize, for

example, the difficulty of pushing a general line of crackers against the competition of the National Biscuit Company and the Loose-Wiles organization. Yet the F. H. Bennett Biscuit Company, of New York, has established itself pretty firmly in local markets with a specialty in the form of a whole-wheat cracker of distinctive character. Mr. Bennett had worked for one of the "big fellows," and had no illusions with regard to the field he was tackling. But he recognized the fact that it is not humanly possible for one concern, or even two concerns, to get all the business there is, and that there is always room for the man who will do some one thing in an unusual way.

Similarly, in the hard-fought field of women's wearing apparel, Henry A. Dix & Sons Company, of New York, has concentrated on nurses' and maids' uniforms and house-dresses. The story of how this business has grown until one metropolitan store buys more than \$50,000 worth of the goods each year was told in last week's PRINTERS' INK. Elsewhere in this present issue will be found a description of the campaign of Fiske & Company, Inc., which sells Tapestry Brick by concentrating on a ready-to-build fireplace which can be installed in any kind of building, whether bricks are used elsewhere or not.

Many other instances are on record of concerns which have thus broken through the lines of competition by the judicious use of specialties. And when these specialties are once established in an advanced position, they are extremely hard to dislodge. In spite of the strenuous sales-promotion work of certain large concerns which make a complete line of inks and adhesives, Higgins's India Ink and LePage's Liquid Glue occupy too strong a position in the public favor to be easily displaced. There are some extremely big and powerful manufacturers of farm machinery, yet a glance at any farm paper will disclose a number of smaller concerns which are doing a very substantial business in gas-engines or plows or

cultivators. It is not necessary that a manufacturer be particularly large or possessed of unlimited resources in order to start building a fund of good will for himself and his product. The fact that competition seems overwhelming need not deter him, if he attacks it at a single point in the line.

Price-reduction in a New Guise

Henry Ford has announced that he will pay back to each purchaser of a Ford car between August 1, 1914, and August 1, 1915, the sum of \$50, inasmuch as it is now apparent that the output for these twelve months will run above the mark of 300,000 cars set last year.

This means that all told \$15,000,000 will be paid back, a sum which exceeds the gross business annually of the vast majority of American manufacturers. To be specific this amount *given back* to purchasers exceeds the total gross business of either the National Cloak & Suit Company, or the Loose-Wiles Biscuit Company, according to their latest statements.

"Given away," the world wonderingly remarks.

But is that vast sum "given away"? With full allowance for Mr. Ford's good intentions, has he not received in return for this great sum a value greatly in excess of it? Fifteen million dollars in the total Ford business for the year of about \$150,000,000 is, after all, a comparatively small item.

What the sensational reimbursement amounts to is in effect a cut in the price of the car of only ten per cent. If Ford had simply cut the price on August 1, 1914, there would have been only a temporary agitation and the sensation would soon have worn itself out. But by announcing a possible output of 300,000 cars to be accomplished a year hence, he in effect did this same thing—but how different the result in advertising value!

Every purchaser of one of his cars, with his mind on that possible \$50 drawback, resolved himself into a committee of one to boom, boost and brag the Ford car

to everybody within his circle. If the truth were known, it probably would be revealed that every Ford owner has delivered \$100 worth of word-of-mouth advertising for his drawback of \$50.

And this volume of publicity has grown as the volume of demand for the Ford car grew. The very suspense has insured a continuous news value to Ford doings which would have been utterly lacking had Ford done the obvious thing and merely cut the price of the car \$50 at one stroke last August. It probably is true that this novel method of price-reduction has brought him more advertising than any other device any other manufacturer ever employed. And this advertising has not only sold the goods; it has also added greatly to that golden by-product—good will. The whole proposition looks so simple that one wonders, as usual, that it has never been done before.

What envy must possess the souls of some manufacturers who have missed their chance!

All along the line, where increased volume of production has lowered the per item cost, manufacturers could have done it, but they didn't.

It was left to Ford to dress the price-reduction in new clothes and to set the whole world advertising Ford cars to itself.

Of course, as many of our readers will say, Ford has a unique proposition. But it is his ability to approach his work as he does that makes it unique.

The public will sell itself on any good proposition under the sun if appealed to right.

"Selling" vs. "Offering for Sale" Certain of the financial papers have been commenting rather interestedly upon the fact that before the American Telephone & Telegraph Company took hold of the Western Union, the cable business of the latter company was conducted at a loss. To-day, according to the same authority, the cable business (leaving out of consideration the temporary increase due to the war) is responsible for

half the dividend earnings of the company. The financial publications aforesaid merely mention the fact as an interesting phenomenon, without making any attempt to explain it, but advertising men will recognize in it readily enough the result of a few years' contact with a merchandiser in the person of Theodore N. Vail.

The difference between a profit and a loss is frequently only the difference between actively *selling* one's goods and passively *offering them for sale*. The goods may be the same in either case, and the market may be unchanged. It is a question of method. Before the Government compelled the separation of the telephone and telegraph interests, Mr. Vail had demonstrated that wire and cable service could be *sold* to the public as well as soap and breakfast food.

Readers of PRINTERS' INK will remember the interview with President Carlton, of the Western Union, published in our issue for November 5, 1914. Just what Mr. Vail did, and how he did it, is there set forth in considerable detail. But the important point here is the broader aspect of the problem, as it applies to many other commodities besides telegraph and cable service. If the admixture of a little merchandising sense will put a \$100,000,000 public service corporation on its feet after a long, heart-breaking slump, it may do even greater things for the concern which is not bound tightly with regulatory red tape. In most respects the head of an ordinary manufacturing concern has greater opportunities than Mr. Vail had with Western Union. It often needs only the application of the right quality of merchandising sense—of advertising sense, if you please.

Grain Elevator Copy in Farm Papers

The Hart Grain Weigher Company, of Peoria, Ill., manufacturer of portable and stationary grain elevators, has started an extensive advertising campaign, using farm papers circulating in the Central States. This account is now placed through the Mace Advertising Agency of Peoria.

LIFE Is a Habit

As the advertiser is interested in the readers of a magazine, the kind, the class and numbers, we solicit advertising in LIFE by paying more attention to our readers than we do to soliciting advertising. LIFE like—this method of soliciting, is different.

LIFE is a habit with LIFE'S readers. They know the exact day of each week the postman should deliver it and the exact day each week to ask for it at the news stand. How many other magazines can claim such a habit on the part of their readers? "Very few" you will answer, and admit that this LIFE habit is a good one for the advertiser.

Speaking of advertising, many progressive advertisers and agents are constantly acquiring the LIFE habit.

One of the largest agents in Boston recently said, "LIFE is one of the first three mediums we put on practically every list in this office because it has invariably made good with our clients."

If you have not acquired the LIFE habit it is never too late to begin. Good habits always pay.

Gee. Bee. Arc.

LIFE'S Advertising Manager, 31st St., West, No. 17, New York.
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.

Blotter Advertising Successful Because of News Value

Burroughs Adding Machine Company Puts "Punch" in Direct Mail Campaign to Bankers and Storekeepers—Diminutive "Newspaper" Is Sent Out Monthly—How It Aids Sales Department

By Wm. R. Melton

Of the Research Division, Burroughs Adding Machine Company

BLOTTER advertising, the butt of jesters, has been raised to a position of real usefulness by the Burroughs Adding Machine Company. The success attained by the concern's two blotter-newspapers, called "Bank News" and "Store Profits," tells the story.

These two newspapers, so-called, grew out of a desire to supplement magazine and folder advertising with something new, alive and different. The idea of using printed matter on blotter material had been used before, in a rudimentary way, but the scheme of putting real news into 40 square inches of type, and repeating at regular intervals, was revolutionary enough to be a novelty.

WHAT THE BLOTTERS AIM TO DO

"Bank News" first appeared June 5, 1914. It wasn't elaborate, didn't make much noise; for it wasn't noise that was needed. "Bank News" is first, last, and always a miniature newspaper, edited with the idea of giving the banker something he wants to read. "Store Profits" fulfils the same function with the retailer. Both are designed, not as "sales-talks-in-print," but as silent, persistent, unobtrusive educators that will "get across" from the sheer punch they carry in their newsy copy. Everyone knows that a newspaper molds public opinion; it can make of Jim Jones a hero, a martyr, or a rogue; it can also "crack the whip" over the head of the public;—that is, provided the people read it, which they will if it is rightly edited.

Therefore, the big thing in this news-blotter advertising, is to so edit the papers that they will be read! "I recognized from the start," declared J. R. Worden, who was behind the blotter idea, "that a good newspaper must have a real reason for being; that it must have a mission, a purpose, a message—and that it must be progressive."

So, with this basic idea in view, and with a keen appreciation of the space limits, he worked out some general rules such as these:

1. Each edition must have enough live news in it to be worth anybody's time; which naturally leaves no space for dry statistical stuff or lengthy discussions on abstract propositions. "Here's an item about the largest check ever drawn; and another about a banker who has invented a front-wheel drive for automobiles—that's live stuff! Bankers will read those items! Get 'em in!" is the kind of advice he gives to his assistant.

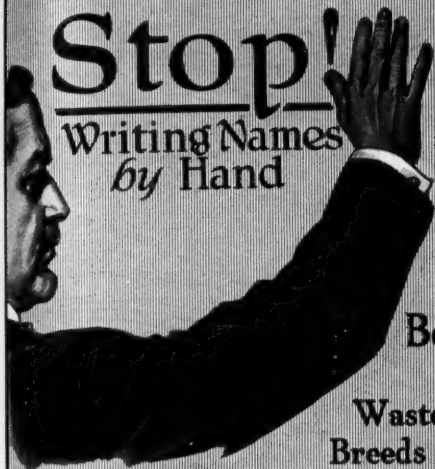
2. Each blotter must carry a message of business cheer or wisdom, a bit of optimistic news from someone whose word amounts to something. This message must be made to stand out because of the "box" in which it is invariably set. It must be just as much of a fixture in the blotter-newspaper as the editorial section in the columns of the metropolitan daily.

3. Of still greater importance is the small cartoon which is made a vital part of each issue. A good cartoon with a smile and a point to it can "break more ice" and banish more prejudice than all the learned dissertations ever written. And the strange thing is that editors of trade papers, particularly bank papers, have seldom recognized this fact. Their idea of the banker seems to be the traditional one—a dignified, bewhiskered gentleman with a plug hat and a tombstone expression, who grinds out a colorless existence in a mass of cold and unrelenting accounts. To look through most of the bank magazines would give the ordinary man an idea that the banker was the least human of all human beings.

(Continued on page 92)

Stop!

Writing Names
by Hand



Because It—

Wastes Time
Breeds Mistakes
"Slows Up" Brainworkers
Throttles Results—Kills Profits

WHEREVER lists of names are used the
Addressograph

Spells "SAVING" in Time and Cost—
Speeds Results—Guarantees Accuracy
and Multiplies Profits.

The *Addressograph* Co.

913 W. Van Buren St., Chicago

LET THE POSTMAN BE YOUR SALESMAN

Divided Section Thompson Co.,
Personal Service Printers,
100 W. Tenth St.,
CHICAGO, ILL.

A.W. SHAW COMPANY
PUBLISHERS
Branches in a Number of Cities
415 E. Twenty-First St., New York
25 South Wacker Drive, New London

Greater Payroll Efficiency


This Card is a
Short-Cut to
Greater Savings
and Efficiency
in Addressing
Your Payroll
Forms
Mail it Now

The *Addressograph* Co.
913-911 West Van Buren Street
CHICAGO

ADDRESSOGRAPH CO.
100 West Van Buren Street, CHICAGO
Without cost or obligation, tell us how we can save dollars in
our payroll work and our new addressing cards with the Addressograph.
We have *Addressograph* *Addressograph*
We have *Addressograph* *Addressograph*

JOHN W. BEADLEY

*Number Three of a Series on
Advertising Results*



"Speaking of Results"

We have been analyzing the results of our advertising in PRINTERS' INK for the last year, and you may be interested in what we found:

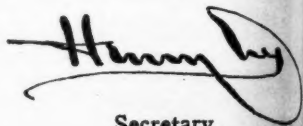
- 270 direct inquiries.
- 200 replies to one ad published twice.
- 12 to another.
- 5 to another.
- 53 miscellaneous.

Some of these replies came from England, New Zealand, South America, Mexico, France, Scotland and Canada.

The indirect results alone obtained from this advertising are such that we feel justified in continuing our present arrangement with you.

Yours very truly,

SIMMONS-BOARDMAN PUBLISHING CO.



April 14, 1915.

Secretary.



ults

ur adver-
you may

ce.

nd, New
Scotland

this ad-
continuing

G CO.



And right there is where bank publications overlook a big bet. Worden realized the opportunity, and the introduction of the cartoon in "Bank News" was his way of improving it.

"I have found that bankers are regular human beings," he wrote to an editor who solicited advice. "They are men with a big appreciation of humor. You can feed them the same kind of human-interest reading matter that other classes of men want. When you say that you have 'often wondered whether bankers would not prefer more humor, spice and crispness than they get in the ordinary banking magazine,' I am sure you have hit the nail on the head. In the average banking magazine there is too much dignity and too little interest to catch and hold the attention of the regular man, and that is where the banker classifies—just an honest-to-goodness man."

The cartoon, then, was made a regular feature, and, if evidence were needed to show how large a share it has had in the hit that "Bank News" has made among bankers, the requests the Burroughs company has had from bankers all over the country for these cartoons to use in various publications of their own, would be sufficiently illuminating.

That retailers like a little of the "spice of life" mixed into their reading matter has also been borne out in their appreciation of "Store Profits" cartoons. Retailers are also human beings, the testimony of some salesmen to the

contrary notwithstanding; and many a Burroughs representative has found a ready "opening" through the little cartoon which has brought a smile to the retailer through the morning's mail. In fact, so powerful a medium has the humorous illustration been for getting a point over with the retailer, that a philosophical character, "Uncle Crabapple" by name

has been created as an extra feature for the retail blotter. This old farmer-philosopher—a farmer because the retailer knows many a country sage—is made to say something educational, inspirational, purposeful, each time, and he says it in homely language. The illustration accompanying Uncle Crabapple's remarks gives his talk a "personality" that plain type could never acquire.

Another feature of the blotters is the monthly "product" story. This might be called the ad section of the paper, though it is never played up as such. It is written rather with the "unobtrusive educator" idea in mind and shows, with an illustration,

how some other banker or some other retailer is saving time, money and labor by using the Burroughs machine. The duty of this section is to point the way to better methods for the banker and the retailer; to keep progressive ideas before the men who read the blotters and use them on their desks.

"Bank News" goes to 30,200 bankers all over the United States monthly. "Store Profits" goes to 105,000 retailers every month. Expensive proposition? Possibly,

EVERY ISSUE OF THE BLOTTER HAS A NEWS FLAVOR

from a printing standpoint; but cheap when you consider the potential educational value they possess.

Now, as to results. And the test here must be the same as for a regular newspaper—is it read? "Bank News" and "Store Profits" are read. When "Bank News" was stopped temporarily at the end of 1914, letters came from all parts of the country, asking "why don't we get our blotter?" That

"Store Profits" is read is indicated by the answers received from problems put on the blotter, from time to time.

Of course, it is impossible to pin this blotter advertising down to actual net results in sales, but the Burroughs company is "sold" on its general educational value. The result-getting power of such advertising should depend on the interest it creates and holds among the men it is designed for.

THE *Wheeler* FILING DESK keeps your records at your finger-tips



Without Back Panel \$23.00

Your choice of 10 kinds of drawers for filing Letters, Copy, Electros, Catalogs, etc. may be arranged to suit your needs. Drawers on roller bearings. Top 28 x 52. All Solid Seasoned Oak in Golden, Natural or Weathered finish.

NOTE:—Freight paid in Eastern and Central States. Slightly higher in West and South.

The *Wheeler* Manufacturing Co.
39 Union Street, Monro, Mich.
New York Office—75 John Street

CATALOGUES MUST HAVE THAT FIRST IMPRESSION

WHAT is your fine booklet worth if it's all busted in the mail? Your prospect won't even turn the pages.

Boundless Catalogue Mailing Envelopes eliminate all this trouble. \$40.00 per thousand and up. We want to hear from clean distinctive advertisers.

THE SMEAD MFG. CO.
Dept. U Hastings, Minn.



The Little Schoolmaster's Classroom

EVERY once in a while the Schoolmaster runs across our old friend, the man who "doesn't read advertisements." Only the other day he was talking with a professional man who was very emphatic in his denunciation of the theory that advertising had any effect upon good will. "Good will," he declared, "is the outgrowth of years of reputable dealing. It isn't created by the reading of advertising claims, which are necessarily biased. And, anyway, few people read advertisements of goods outside their immediate lines of business. I don't." With those words we started to descend the stairs into the subway. The professional man who didn't read the advertisements declared that he had a supply of tickets, and was about to drop two green checks in the box when it occurred to him that he couldn't pay subway fares with soda checks. "You see," he explained later on, "I seldom drink soda-water, and had forgotten that all the checks in that pocket were not subway tickets." A little cross-examination on the Schoolmaster's part brought out the fact that he had bought 50 cents' worth of soda checks in order to secure a well-known tooth-brush as a premium! But he never reads advertising outside his own line.

* * *

The Schoolmaster finds it rather refreshing to run across a piece of automobile advertising which doesn't say a word about wheelbases or carbureters or stream-lines or "high-grade materials and skilled workmanship." In fact, the title of the little booklet of the National Motor Vehicle Company, Indianapolis, reads "Nothing to Do with Machinery," and the burden of the argument is "You don't want to buy an orphan automobile."

"An automobile is a piece of machinery, subject, under even the best conditions, to a certain

amount of wear—at least, at times, to minor whimsicalities.

"If the time comes, you want the company to stick to you. You want the company to stick to you in the face of inevitable wear. Even if you are to require but a single new bolt, you want the constant comfortable feeling that if you ever need a bolt you can get it.

"You certainly do not want the fear lurking in your mind that if you lose a certain bolt there is nowhere in the world to get it. That would spoil every ride.

"You extend to the manufacturer of your car a certain amount of credit for service that he is going to give you—whether you are ever to draw on him or not. One way of looking at it, you pay him for the promise to stay in business. It is up to him to stay."

* * *

Of course, there is nothing particularly new about package inserts advertising other products of the same origin, yet the Schoolmaster sometimes thinks that the circulation which a manufacturer obtains in the distribution of his goods is not always used to the full advantage. H. B. VerEcke, of the Robert Gair Company, tells, for example, of a small wholesaler in Pennsylvania who was induced to put out a package coffee some years ago. There was nothing fancy about the package—only a plain, folding box—but in the course of five years or so his sales of the coffee increased from 100,000 to 600,000 packages a year.

* * *

Now, this same wholesaler had a grade of rice which he wanted to market in packages, but the dealers would have none of it. Bulk rice was good enough for them, and the profit was a little better, according to their methods of figuring profits. The rice did not move until the wholesaler thought himself of that 600,000-package circulation of his coffee. At a cost of about 20 cents per thousand he affixed to his coffee

packages some bright-colored stickers advertising the rice. A few dealers kicked, and some threatened to throw out the coffee; but, since the brand was pretty well established in the territory, there was not much danger of that. The sales of the rice increased 50 per cent in a single month, and the recalcitrant dealers gradually fell into line. Today the wholesaler has a whole flock of package goods under his private brand and is thoroughly converted to the package idea.

Probably most salesmen find it difficult to lead up to the subject of price. Particularly when the goods run into money, the salesman is apt to feel that he is asking a good deal of his prospect, and that feeling is likely to transmit itself into his presentation of the subject. The Schoolmaster extracts the following from a salesman's letter, published in "The Institute Wire," the sales bulletin of the Alexander Hamilton Institute:

"When a man asks the cost,"

The Healthful House

Of course, you have pure water, a modern heating system and sanitary plumbing. But—

What about the relations of rooms in your home—the arrangement of your furniture—the effect of walls, ceilings and floor coverings—and other like matters and their bearing upon your health and that of your family? What do you know of such things? In "GOOD HEALTH"—the magazine which teaches *practical efficiency for the individual and the home*—is commencing a series of articles on "The Healthful House." These articles are the work of Mr. Lionel Robertson, leading interior decorator of the United States, and T. C. O'Donnell, a scientific authority on health. These gentlemen, in their articles, are telling many vitally interesting facts—knowledge you may easily use to make your home more healthful—to increase its restfulness—to add to its attractions and happily you in its possession and occupation. Send ten 2c stamps (20c) for the April "GOOD HEALTH" with the first article on "The Healthful House," or get the whole series by subscribing to "GOOD HEALTH" for one year. Only \$2, and worth more. Mail your order and remittance to—

GOOD HEALTH PUBLISHING CO., 1805 W. Main St., Battle Creek, Mich.

Two Salesmen Wanted

for ELECTRIC SIGNS and
GENERAL SIGN WORK.

Active leads and
prospects furnished
by us.

Experience required.

ARGUS SIGN COMPANY

15th and Garden Sts.

Hoboken, N. J.

TELEPHONE, 1492 HOBOKEN

THE MACON DAILY TELEGRAPH

MACON, GA.

APRIL

Daily Circulation....19,112

Sunday Circulation...20,201

It is one of the few newspapers that has very limited newsboy sales, distributing its papers to names and addresses of practically every reader.

It gets a profit out of every name that goes on its mailing list, and can afford therefore to increase its circulation despite decreased advertising in war times.

It is, first of all, a newspaper. That it must be a good advertising medium is logical. Less than 2,000 lines, 4c; 2,000 lines or more, 3c. Yes, we know the rate's too low.

THE PROGRESSIVE FARMER

170,000

Circulation With Dealer
Influence

"No Fakes for Man or Beast or Fowl"

Raleigh, N. C.,
Memphis, Tenn.

Birmingham, Ala.
Dallas, Tex.

\$2 A MONTH **FREE TRIAL**

Late Style Vibbles.
Every modern convenience. Back-
Spacer—Tabulator—Two Color Rib-
bon—Automatic Ribbon Reverse, etc.
Bargain Prices. Perfect machines
with complete equipment and every extra.
Guaranteed for life. Free circular
describes special **FIVE DAYS' TRIAL**
OFFER. Address

H. A. SMITH, 633—231 N. 5th Ave., Chicago, Ill.



Lincoln Freie Presse

GERMAN WEEKLY
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 133,992

this salesman writes, "or if he hasn't yet asked it, but has reached the point where I want him to know the cost, I say:

"What do you think a course like this ought to cost you? He usually answers that he hasn't any idea.

"Well, you know what the course in the New York University School of Commerce costs. The first crack out of the box you have your fee of \$150 for the first year, then you have to buy your text-books, then your living expenses, plus the loss of your income while you are away from your business. That is only for one year, and the course in the New York University takes you three years.'

"While I have been telling him this he has been calculating that the New York University would cost a man at least \$1,000, and he is prepared to have me tell him that the Modern Business Course will cost him about \$500.

"Well, here is what this costs you,' and I hand him the checks.

"Then I wait until he either says '\$96,' or I see that he has found the amount and has answered the question that was in his mind; then I say, 'That is getting it pretty cheaply, isn't it?' and he almost invariably says 'Yes.'"

Ohio Clubs Work in High Schools

The Dayton, Ohio, Advertising Club is planning to do some missionary and educational work on behalf of advertising in the city high schools, three in number, believing that this will result in much good in various ways. The club has selected W. O. Waldsmith, H. M. Huffman and B. B. Geyer as lecturers, and they will shortly prepare and deliver talks on various phases of advertising before the schools.

Prizes were awarded a short time ago by the Youngstown, Ohio, Advertising Club to members of the advertising classes of two high schools in that city, based upon a contest instituted by the club. The subject upon which advertisements written by members of the classes was founded was a plain, practical business matter, differing in no wise from the ordinary problems presented to an ad man in active service, being a sale of traveling-bags at a Youngstown department store. About thirty-five advertisements were submitted in the contest, the classes numbering together a hundred members.

Wm. A. Thomson Addresses Full Copy Club

William A. Thomson, director of the Bureau of Advertising of the A. N. P. A., addressed the Full Copy Club last week. This is an organization of advertising representatives of New York newspapers. Alluding to the need of concerted effort, Mr. Thomson said:

"How many men go into advertising armed with anything more than a talk about the amount of business that their newspaper is carrying, or some figures to show how much better they are than the other fellow?

"How many men try to study the advertiser's position and his needs?

"How many men give him real information about his market?

"How many men show him actually how he may advertise his business with profit?

"In your talks with advertisers forget the other fellow's inferiority and your own superiority for a few moments and talk the cause of newspapers first, last and all the time. If you give one-tenth of your solicitation to the newspaper cause in general, then eight-tenths of the remaining nine to the good points about your own medium, you will have one-tenth left then in which to air your views about the other fellow. And the fewer things you have to say about him the greater service you will render our business in general."

Manufacturers Aided by Charity Appeal

To get a large turnout of electric vehicles in a Chicago parade, the Electric Vehicle Manufacturers' Association advertised that 50 cents would be paid to a city charity for each electric passenger vehicle showing. The Prosperity Parade was the occasion of the desired turnout.

"If you own an Electric," said one paragraph, "will you not join in making this section as large as possible and at the same time aid in swelling the fund to be given the Infant Welfare Society? It is hoped to raise at least \$1,000,000 in this way."

Enters Telephone Field

M. E. McKenney has resigned from the sales department of the Denby Motor Truck Company, of Detroit, to become commercial manager of the Southern Michigan Telephone Company, with headquarters at Burr Oak. Mr. McKenney was at one time assistant sales and advertising manager of the Geuder, Paeschke & Frey Company, of Milwaukee. He began his new work on May 3.

T. F. Flanagan Leaves Tagliabue

T. F. Flanagan, formerly advertising manager of the C. J. Tagliabue Manufacturing Company, is to become assistant sales and advertising manager of the Pyrene Manufacturing Company, New York.

Food for Thought

is a commonly used figure of speech. Speaking literally

PHYSICAL CULTURE

has taught its readers that their food is worthy of thought—has educated them to think about their diet and to discriminate in favor of the foods that build health and against those that do not.

Here is "food for thought" for the manufacturers of foods that *build health*.

New York Office: 1 Madison Avenue

O. J. ELDER, Manager

Chicago Office: Peoples Gas Building

W. J. MACDONALD, Manager

We are members of the
Audit Bureau of Circulations

Ideas

in typewritten
form without
any obligation
on your part,
or in sketch
form at a nominal charge.



Advertising Illustrations

CHARLES DANIEL
FREY COMPANY
Monroe Building Chicago

The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

LIFE ANNUITIES—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

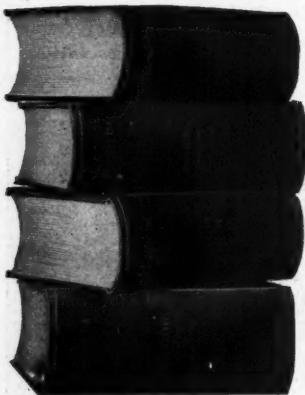
LIFE INSURANCE. In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

J. A. STEELE, 170 Broadway, NEW YORK

BIG DISCOUNTS ON ELECTROTYPES

Before you order another electro—large or small quantities—get our prices. We are ruled by no price-controlling combination. A-1 electros at prices you haven't heard of before. Ask for HALFTONE DISCOUNTS too.

HAYS AGENCY, Burlington, Vt.



These Volumes Pay For Themselves

in short order, if made the most of. Advertisers and agents can find in the twelve months' events represented, a black and white record of campaigns that can be made a money-saver.

\$8.00—Postpaid
1914 or 1915 Complete

Printers' Ink Publishing Co.
12 West 31st St., New York City

Tobacco Jobbers Ignore Dealer Helps

"There isn't a jobber on the Pacific Coast who hasn't at least one ton of dusty advertising matter on his shelves all ready, ultimately, for some yawning furnace." Thus writes a Portland, Ore., correspondent of the *United States Tobacco Journal*. He continues: "There are carloads of dummy cartons and window pyramids in cold storage that will never be used. Why? Because there are so many jobbers who do not realize the value and necessity of any form of advertising. One jobber made this naive reply, 'What's the use of encumbering the dealers with all these signs and other truck? It is useless to send out advertising, because it is thrown away and never used.' He actually ignored his salesman's notations on orders requesting advertising. One of his men, realizing the positive good of display, wrote out his order for window-strips, case cards and other material just as carefully as he entered the order for cigars. And when this was supinely neglected, he wrote across the face of subsequent orders, 'This advertising is part of the sale; if can't fill, completely cancel entire order.'"

Advertising to Taxicab Users

Hitching an advertisement to a news item, thereby producing an appeal to the public to patronize taxi-cabs equipped with Weed Anti-Skid Chains, was recently done by the Weed Chain Tire Grip Company, of Bridgeport, Conn., in copy inserted in the New York papers. The company took an item from the *New York American*, saying, "A new danger came with this storm that had never been experienced before in New York. Taxi-cabs that had ventured out without chains skidded along the sodden streets beyond the control of the drivers. In several instances they side-swiped pedestrians, inflicting painful injuries."—and followed it up in the advertising with, "It might have been you!—whirled with a skidding car into a disastrous crash. You users of taxi-cabs, look before you ride when streets are wet and slippery. See that the tires are 'chained to safety.'"

Mayor Wants Municipality to Advertise

To systematize resort publicity, which heretofore has been largely a matter of individual enterprise, is the purpose of Mayor William Riddle, of Atlantic City. He expects eventually to have the municipality assume entire responsibility for advertising the town and securing conventions, making ample provision through tax levy. An initial appropriation of \$25,000 is wanted by the mayor for this year's advertising. He states that in the past Atlantic City has been advertising in a hit-or-miss fashion, depending upon individual expenditures by hotel men and a publicity bureau supported by a small number of people.

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

ADVERTISING AGENTS

ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York
Chicago Philadelphia Boston

ADVERTISING MEDIA

PACIFIC COAST FARMERS of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

ARTISTS

Use BRADLEY CUTS

To brighten text of your advertising and House Organs. Send 25 cents (credited on first order) for our latest catalogue showing 750 designs and trade ticklers. Will Bradley's Art Service
131 East 23rd St. New York



PAUL BROWN

COMMERCIAL ARTIST

114 WEST 106 ST., N.Y.
NEW YORK CITY - U.S.A.

POTTERY
BOTTLE CARDS
CORRECT DRESS
THIARY GOWN
ANIMALS
CARTOONS
BOOK PLATES



FOR SALE

FOR SALE—At an exceptional bargain, slightly used high-speed thirty-two page cylinder Duplex printing press, in perfect condition. Owners having consolidated and using larger press. Write for price and particulars. A. McNeil, Jr., Post Publishing Co., Birdgeport, Conn.

HELP WANTED

A copy and layout man, general advertising, booklet, catalog and sales campaign experience. With originality and ambition this offers big opportunity. In your reply sell yourself, name, references, salary expected, and how soon you can come. Address Clark, care Woodward & Tiernan Printing Co., St. Louis, Missouri.

Small advertising concern seeks live wire with accounts and some capital. Possible chance of becoming member of firm. Big opportunity. Give full particulars in confidence. Box 469, care of Printers' Ink.

Wanted: A "Sales Stimulating" letter writer. Some knowledge of electrical apparatus would be an advantage. In answering send samples of work and give previous experience. Box 861, care of Printers' Ink.

Phila. Co., national advertisers of auto accessories, no traveling men, wants young man to sell by mail. Salary small at start but excellent opportunity. Give complete experience, references and state salary. Box 862, c/o P. I.

Young man with experience in advertising work, for position as assistant to advertising manager of manufacturer in technical field. Salary \$15.00. Apply by letter giving full details on qualifications and experience. Box 863, care of Printers' Ink.

Advertising Solicitors in all parts of the country to represent Co-operative Propagation reaching all druggists. To solicit druggists' goods manufacturers. Good opportunity for "Live Wire." Liberal commission basis. Apatow, 426 Bushwick Ave., Brooklyn, N. Y.

WANTED—The leading export journal seeks a high-class advertising representative, a producer, for a Western territory with splendid and rapidly growing income. State your record, age, etc. Box 864, P. I.

MISCELLANEOUS

The **HARRIS-DIBBLE COMPANY** announces the removal of its offices on April 24th to the Burrell Building, 171 Madison Ave., corner of 38rd Street, New York, N. Y. Telephone, Murray Hill 8110.

MULTIGRAPHING

Elite Letter Co., Producers of Perfect facsimile Letters, addressing by hand, mailing. 41 West 33rd St., N. Y. City.

MEETINGS

Notice is hereby given that the annual meeting of the stockholders of the Ripans Chemical Company, for the election of Directors and Inspectors of Election for the ensuing year and for the transaction of such other business as may properly come before the meeting, will be held in the office of the Ripans Chemical Company, 10 Spruce St., Borough of Manhattan, City of New York, on Monday, May 10, 1915, at 12 o'clock, noon. Chas. H. Thayer, Pres.

POSITIONS WANTED

Starter Wants Job—Advertising, selling or both. 27, unmarried; employed. Law, I. C. S. advertising ($\frac{3}{4}$ completed). Eight years office and buying builders', plumbers', fitters' material; reference. L., c/o Murray, 396 Saratoga Ave., Brooklyn, New York.

AS ADVERTISING ASSISTANT

Desire position as assistant to Adv. Mgr. directing national publicity or as assistant solicitor at agency. Have 6 yrs. selling experience (city and traveling) and 2 yrs. printing experience—now selling for prominent printing house. Have good education, appearance and adaptability. Moderate salary to start. Box 870, c/o P. I.

MAIL-ORDER EXPERT

merchandise and copywriter and adv. manager of unusual ability. Trained by America's two greatest geniuses in this line. The kind of man not often available; one who knows he knows, but not a "know-it-all." No problems too big. 5 yrs. advertising, 6 yrs. newspaper exp. References, of course. Box 866, c/o P. I.

POSTER STAMPS

Hundreds of beautiful, original styles and designs, Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

PRESS CLIPPINGS

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary cylinder, perfecting, job and embossing presses, etc. Coin Cards, Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. The Winthrop Press, 141 E. 25th St., N.Y.

STANDARD BOOKLETS

Highly Specialized ability to write and design and facility to print small and large editions of booklets, standardized $3\frac{1}{2} \times 6$, in 8, 16 and 32 pages, with covers. Ten standard styles. Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. THE DANDO CO., 26-32 So. 3rd St., Philadelphia, Pa.

WANT-AD MEDIUMS

New Haven, Conn., Register. Lead'g want ad. med. of State. Ic. a wd. Ar. 14, 18, 44.

The Portland, Me., Even'g Express and Sun. Telegram carry more want ads than all other Portland papers combined. Ic. a wd. 7 times in.

The Baltimores, Md., News carries more advertising than any other Baltimore daily. It is the recognized Adv. Med. of Baltimore.

The Minneapolis, Minn., Tribune, Daily and Sun., is the leading want ad medium of the great N. W., carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in '14, 116,791 more individual Want Ads than its nearest competitor. Rates: 1 $\frac{1}{2}$ ¢ a word, cash with order; or 12 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

The Buffalo, N. Y., Evn'g News is the best classified adv. medium in N. Y. State outside N. Y. City. Write for Classified Rates, sworn cir. statement and rate card.

Chester, Pa.—The Times and Republican cover afternoon and morning field, in a community of 120,000 population.

"We are very keen
readers of
PRINTERS' INK"

MR. PHILLIP W. LENNON

The Royal Tailors

ROLL OF HONOR

Birmingham, Ala., Ledger, dy. Av. for 1914, 30,649. Best and cleanest advertising medium in Alabama.

New Haven, Conn., Evening Register, dy. av. for '14 (sworn) 19,414 dy., 2c.; Sun., 17,158, 5c.

Joliet, Ill., Herald, evening and Sunday morning. Av. year ending Dec. 31, '14, 9,776.

Peoria, Ill., Evening Star. Circulation for 1914, Daily, 21,759; Sunday, 11,469.

Burlington, Ia., Hawk-Eye. Av. 1914, daily, 9,999; Sunday, 11,108. "All paid in advance."

Des Moines, Ia., Register and Leader-Tribune, daily average 1914, 69,501; Sunday, 47,783. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Louisville, Ky., Courier-Journal. Average for 1914, daily, 32,595.

New Orleans, La., Item, net daily average for 1914, 56,960.

Bangor, Me., Commercial. Average for 1914, daily 11,753.

Portland, Me., Evening Express. Net av. for 1914, dy. 20,944. Sun. Telegram, 14,130.

Baltimore, Md., News, dy. News Publishing Company. Average 1914, Sunday 61,947; daily, 80,176. For April, 1915, 81,409 daily; 67,935 Sunday.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston, Mass., Ev'g Transcript (©©) Boston's top table paper. Largest amount of eve. adv't'g.

Salem, Mass., Evening News. Actual daily average for 1914, 20,021.

Worcester, Mass., Gazette, eve. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest evening circulation.

Minneapolis, Minn., Farm, Stock & Home, semi-monthly. Actual av. 1st 9 mos. 1914, 115,166. Actual average for 1914, 115,291.

The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the Printers' Ink Publishing Co. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, West'n Wisconsin and West'n Iowa. Use it to reach this section most profitably.

Minneapolis, Minn., Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1914, daily Tribune, 109,957; Sunday Tribune 155,144.

St. Louis, Mo., National Farmer and Stock Grower. Actual average for 1914, 128,373.

Camden, N. J., Daily Courier. Daily average circulation for 1914, 11,014.

Buffalo, N. Y., Courier, morn. Av. 1914, Sunday, 99,241; dy. 67,100; Enquirer, ev., 47,556.

Schenectady, N. Y., Gazette, daily. A. N. Leroy. Actual average for 1914, 23,017. Benjamin & Kentnor, 225 Fifth Ave., New York; People's Gas Building, Chicago.

Cleveland, O., Plain Dealer. Est. 1841. Actual av. for 1914, dy. 124,913; Sun., 155,342. For Mar., 1915, 128,687 daily; Sun., 165,332.

Washington, Pa., Reporter and Observer, circulation average 1913, 13,575.

West Chester, Pa., Local News, dy. W. H. Hodgson. Aver. for 1914, 12,505. In its 43rd year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester Co. second in State in agricultural wealth.

Erie, Pa., Times, dy. Aver. circulation '14, 23,270; 23,484 av. Mar., '15. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Wilkes-Barre, Pa., Times-Leader, eve. exo. Sun. Av. net dy. circulation for 1914, 19,959. York, Pa. Dispatch and Daily. Average for 1914, 20,322. Covers its territory.

Chester, Pa.—Times, dy. av. '14, 9,161; Morning Republican, dy. av. Apl.-Sept., '14, 4,326.

Providence, R. I., Daily Journal. Av. net paid for 1914, 20,653. (©©) Sun., 33,018. (©©) The Evening Bulletin, 46,772 av. net paid for '14.

Danville, Va., The Bee (eve.) Average for 1914, 5,799. March, 1915, average, 5,953.

Seattle, Wash., The Seattle Times (©©) is the metropolitan daily of Seattle and the Pacific N. W. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the adv. Av. daily circulation, 1914, 71,855; in March, 1914, the Times beat its nearest competitor by 363,524 agate lines.

Tacoma, Wash., Ledger. Average year 1913, daily and Sunday, 21,581.

Tacoma, Wash., News. Average for year 1913, 20,510.

Janesville, Wis., Gazette. Daily average, 1914, daily 7,129. March average, 7,549.

Racine, Wis., Journal-News. A. B. C. audit gives biggest circulation.

Regina, Canada, The Leader. Average 1914, 16,619. Largest circulation in Province.

GOLD MARK PAPERS

Bakers' Helper (©©) Chicago. Only "Gold Mark" jour. for bakers. Oldest, best known. Boston, Mass., Ev'ng Transcript (©©) estab. 1830. The only gold mark daily in Boston.

Worcester, Mass., L'Opinion Publique. (©©) Only French daily among 75,000 French pop.

Brooklyn, N. Y., Eagle (©©) is THE advertising medium of Brooklyn.

New York Dry Goods Economist (©©) the recognized authority of the Dry Goods and Department Store trade.

New York Herald (©©) Whoever mentions America's leading newspapers mentions the New York Herald first.

N. Y. Scientific American (©©) has the largest cir. of any tech. paper in the world.

THE PITTSBURG (©©) DISPATCH (©©)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered cir. in Greater Pittsburgh.

Providence, R. I., Journal (©©) only morning paper among 600,000 people. "The B. I. Bible."

The Memphis, Tenn., Commercial Appeal (©©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over 64,000; Sunday, over 98,000; weekly, over 96,000.

The Seattle, Wash., Times, (©©), leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

The Milwaukee, Wis., Ev'ng Wisconsin (©©) the only Gold Mark daily in Wis. The home paper that deserves first consideration when advertising appropriations are being made.

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ADVERTISING RATES—Display

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page
Smaller space, 35c per agate line—Minimum, one inch

PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
Second Cover.....	75	Pages 7, 9, 11 or 13.....	75
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Making Profits

Making profits is, as every business man knows, merely a question of keeping your sales up and *keeping your costs down*. A huge volume of sales is worthless if the cost of getting that volume of sales is too high.

The Chicago Tribune's Advertising Promotion Department has for more than two years been studying, investigating and analyzing *sales conditions* in the Chicago territory, in order to ascertain how meritorious products may be marketed here at *bed rock cost*. This department has discovered some extremely interesting facts and compiled remarkably valuable data by the use of which many manufacturers have been able to accomplish in this territory what *before was thought impossible*.

This Department will be glad to lay all this valuable data before *YOU* if you want to sell *YOUR* goods in this territory with the *smallest possible selling expense*. In writing please state the name and character of your product.

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Member Audit Bureau of Circulations

Eastern Advertising Office: 251 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco